

Privacy Policy Last Updated: May 27, 2026

Viral Media LLC ("Vice," "we," "us," or "our") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and safeguard information when you download, access, or use the Vice mobile application and related services (collectively, the "App").

By using the App, you agree to the practices described in this Privacy Policy. If you do not agree, you should stop using the App and delete it.

This Privacy Policy should be read together with our Terms of Service and any Subscription Terms.

Important Disclaimers

Vice is a non-medical, educational, and self-help application designed to help users track habits and stay motivated while reducing or quitting nicotine (including vaping, pouches, cigarettes, hookah, dip, or similar products).

- The App is not a healthcare service, medical device, therapy platform, counseling service, or treatment program.
- Vice does not provide medical advice, diagnosis, or treatment.
- Vice does not create, receive, maintain, or transmit Protected Health Information (PHI) as a HIPAA-covered entity, and the App is not a Part 2 program under 42 CFR Part 2.
- No doctor-patient, therapist-client, or healthcare provider relationship is created through the App.
- Information entered by users may include personal or sensitive behavioral information and is voluntarily submitted for personal tracking purposes.

If you need professional support for addiction, withdrawal, mental health, or medical concerns, consult a qualified healthcare professional.

Informational and Self-Help Use

The App provides informational tools and habit-tracking features to support user-directed behavior change.

Vice does not monitor user activity outside the App and does not guarantee specific outcomes related to quitting, relapse prevention, or long-term behavior change.

Users remain solely responsible for their personal decisions, actions, and behaviors.

1. Information We Collect

We collect data necessary (or voluntarily provided) to deliver App functionality, personalization, insights, and product improvements.

1.1 Information You Provide

Account Information When creating an account, we may collect:

- email address
- account creation date
- last sign-in date
- display name or username
- age range or age (if provided)

Profile and Preferences You may voluntarily provide:

- quit goals
- nicotine product type(s) you are quitting
- quit date
- motivational reasons/notes
- routine and reminder preferences
- personalization settings
- optional profile details

Providing this information is optional unless required for a specific feature.

Habit Tracking and Behavioral Logs You may voluntarily enter:

- streak data
- craving logs
- slip/relapse logs
- triggers and context notes
- journaling notes
- mood/check-in responses
- self-assessments
- routine completion and progress data
- rank/XP progress tied to in-app gamification

We use this information to provide in-app tracking tools, visualizations, and user-controlled insights. We do not independently verify user-entered entries.

AI Coach Inputs If you use AI coaching/chat features, we may collect:

- messages you send
- generated responses

- related context needed to provide AI support features

AI outputs are automated and may be reviewed in limited cases for safety, abuse prevention, debugging, and service improvement.

Payment and Subscription Information Subscriptions may be purchased through:

- Apple App Store
- Google Play
- other authorized payment providers (if offered)

Payment processing is handled by those providers. We do not store full payment card numbers.

1.2 Automatically Collected Information

When you use the App, we may collect technical information automatically.

Device and Technical Data

- device model/type
- operating system version
- app version/build
- platform identifiers permitted by device settings
- IP address
- crash logs and diagnostics

Usage and Analytics Data

- features used
- session duration
- navigation flow
- performance metrics
- error logs

This data helps us improve reliability, security, and product quality.

Permissions The App may request optional permissions such as:

- push notifications
- camera access (e.g., for mirror or profile/avatar features)

Permissions are requested only when needed for a feature and can be revoked in device settings.

We do not access precise geolocation, contacts, or microphone unless explicitly enabled for a specific feature.

1.3 Community and Shared Content

If you use community, leaderboard, or shared features, we may collect content you submit, such as:

- posts/comments/messages (if community exists)
- handle/username
- profile elements visible to others
- leaderboard-related stats shown in the feature design

Information shared in interactive areas may be visible to other users as designed. Please avoid sharing highly sensitive personal details.

2. Sensitive Personal Information

Some information you voluntarily enter (e.g., cravings, slips/relapses, mood, triggers, nicotine-use behaviors) may be considered sensitive in certain jurisdictions.

We process this data only to:

- provide requested app functionality
- generate user-controlled progress insights
- personalize your in-app experience

We do not sell sensitive behavioral data or use it for advertising profiling.

You may edit or delete entries and request account deletion at any time.

3. User Control Over Personal Entries

Personal logs and notes are created and controlled by you.

You control whether to:

- enter information
- edit information
- delete information

We do not interpret your entries as medical or psychological diagnoses.

4. How We Use Information

We may use information to:

- provide and operate the App
- maintain accounts and authenticate users
- generate progress tracking, reminders, and insights
- power gamified features (e.g., streaks, rank, badges, leaderboard placement)
- provide AI coach/chat functionality
- process purchases and subscriptions
- improve reliability, performance, and product experience
- detect fraud, abuse, and security incidents
- enforce Terms of Service
- comply with legal obligations

Sensitive behavioral information is used only for user-requested functionality and core product operations.

5. Legal Bases for Processing (EEA/UK)

Where GDPR/UK GDPR applies, we process personal data under:

- **Contract:** providing the App and requested services
 - **Legitimate Interests:** security, analytics, abuse prevention, and improvement
 - **Consent:** optional permissions/features where required
 - **Legal Obligation:** compliance with applicable laws
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6. Data Sharing and Disclosure

We do not sell personal information.

We may share information only in limited circumstances:

6.1 Service Providers With vendors that support App operations, such as:

- cloud hosting/infrastructure
- analytics and diagnostics
- customer support systems
- payment/subscription processors
- AI service providers (for AI features)

Providers are contractually required to protect data and process it only for authorized purposes.

6.2 Legal Compliance and Safety We may disclose information to:

- comply with law, legal process, or enforceable requests
- enforce our Terms
- protect safety, rights, and security
- investigate misuse, fraud, or abuse

6.3 Business Transfers If Vice is involved in a merger, acquisition, restructuring, bankruptcy, financing, or sale of assets, user information may be transferred as part of that transaction, subject to legal requirements and appropriate notice.

7. Data Security

We use industry-standard safeguards, including:

- encryption in transit
- access controls
- secure infrastructure practices
- monitoring and security reviews

No system can guarantee absolute security.

Please protect your credentials and notify us of suspected unauthorized access.

8. Security Incidents

If a confirmed security incident involving personal information occurs, we will investigate, mitigate, and provide notice where required by law.

Notice may be provided by email, in-app messaging, website posting, or other reasonable means.

9. Data Retention

We retain personal information only as long as reasonably necessary to:

- provide App functionality
- maintain your account
- support subscriptions and transactions
- comply with legal, tax, accounting, audit, and dispute obligations

If you delete your account or submit a verified deletion request, we will take reasonable steps to delete or anonymize data within a reasonable timeframe, except where retention is legally required.

We may retain aggregated/de-identified information that does not identify you.

10. Cookies, Tracking Technologies, and Analytics

The App may use mobile identifiers, SDKs, and similar technologies to:

- remember preferences
- measure performance/reliability
- analyze usage and feature engagement
- improve App functionality

We do not use sensitive habit-tracking data for ad targeting or behavioral ad profiling.

You may manage some tracking preferences in your device settings.

11. Aggregated and De-Identified Data

We may create aggregated or de-identified data that does not reasonably identify users. We may use this data for:

- analytics
- feature development
- research/statistical reporting
- service improvement

Such data may be retained and used indefinitely.

12. Your Privacy Rights

Depending on your location, you may have rights to:

- access personal information
- correct inaccurate information
- delete personal information
- restrict certain processing
- object to processing based on legitimate interests
- withdraw consent

- request portability (where applicable)
- opt out of certain data uses (where applicable by law)

To exercise rights, contact: contact@mindeapp.com

We may verify your identity before fulfilling certain requests. We respond within timelines required by applicable law.

13. International Data Transfers

Information may be processed in countries other than your own, including the United States.

Where required, we implement safeguards such as Standard Contractual Clauses or equivalent transfer mechanisms.

14. Automated Insights and Algorithmic Processing

The App may use automated systems to generate reminders, progress insights, rank progression, or habit analytics based on user-provided data.

These systems support self-tracking and motivation and do not constitute medical or psychological evaluation.

You remain in control of your entries and can delete them.

15. Age Restrictions

Vice is intended for users who are at least the minimum legal age required in their jurisdiction to use this type of app and consent to data processing (and in all cases at least 13, unless local law requires older).

If you are under the age of majority, you represent that required parental/guardian permission has been obtained where required by law.

We do not knowingly collect personal information from users who do not meet legal age requirements. If discovered, we may suspend/terminate accounts and delete associated data as appropriate.

16. Third-Party Services

The App may link to or integrate third-party services. Their privacy practices are governed by their own policies, not this Privacy Policy.

Please review third-party privacy policies before use.

17. Account Deletion

You may request account deletion through app settings (if available) or by contacting: contact@mindeapp.com

Deletion removes personal data associated with your account except where retention is required by law or legitimate business/security needs.

18. Enterprise Data Processing

If Vice provides services to enterprise or organizational customers, data handling may be governed by separate contractual terms, including a Data Processing Addendum (DPA), where applicable.

19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Material updates may be communicated through the App, by email, or by posting an updated version. Continued use after updates constitutes acceptance of the revised policy, to the extent permitted by law.

20. Contact

If you have questions about this Privacy Policy or your privacy rights, contact:

contact@mindeapp.com

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