

Privacy Policy for ExhaleNow

Effective Date: June 02, 2026

1. Introduction ExhaleNow is a mobile application developed to provide guided breathing exercises for stress reduction. This Privacy Policy explains how we handle information when you use our mobile application.

2. Data Collection and Third-Party Services Your privacy is important to us. ExhaleNow does not collect personal information (such as name, email, or contacts) directly on our own servers. However, the app includes third-party services that may collect information used to identify you or show you relevant advertisements:

- **Google AdMob:** We use Google AdMob to display advertisements in the app. AdMob may collect and use data such as your device's Advertising ID (AD_ID), cookies, and usage data to personalize ads and provide analytics. You can manage your ad preferences in your Android device settings.

3. Local Data Storage The application stores essential user data (such as breathing session durations, preferences, and progress streaks) locally on your device. This data is not transmitted to our servers and remains on your device as long as the application is installed.

4. Data Retention and Deletion Since we do not store your personal data on external servers, you have full control over your information:

- **Session Data:** Uninstalling the application will permanently delete all locally stored session data, progress streaks, and personal preferences.
- **Advertising Data:** You can reset your Advertising ID or opt-out of personalized ads through your Android device's "Privacy" or "Google" settings.

5. Children's Privacy ExhaleNow is intended for a general audience. We do not knowingly collect personally identifiable information from children. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us.

6. Changes to This Policy We may update our Privacy Policy from time to time. You are advised to review this page periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.