

Last Updated: September 24, 2025

1. INTRODUCTION

Welcome to Tapp ("we," "our," or "us"). This Privacy Policy explains how Helpar Inc., a company registered at 1 Woolsack Dr, Westford, MA, 01886, United States, collects, uses, shares, and protects information when you use our mobile application and services (collectively, the "Service").

By using our Service, you agree to the collection and use of information in accordance with this policy. If you are located in the European Economic Area (EEA) or United Kingdom (UK), please see Section 9 for additional rights that apply to you.

2. INFORMATION WE COLLECT

2.1 Information You Provide

- Account Information: When you create an account, we collect your name, email address, and authentication credentials through our third-party authentication provider, Clerk.
- Profile Information: Any additional information you choose to add to your profile.
- User Content: Content you submit through the Service, including uploaded media, reviews, and interactions with brand modules.

2.2 Information Collected Automatically

- Usage Data: We collect information about your interactions with the Service, including modules completed, points earned, and features accessed.
- Device Information: Device type, operating system, browser type, and mobile device identifiers.
- Analytics Data: We use PostHog to collect analytics about Service usage patterns and performance.

2.3 Information from Third Parties

- Authentication Providers: Information from Clerk when you sign in.
- Brand Partners: Limited information when you access our Service through brand partner links.

3. HOW WE USE YOUR INFORMATION

We use collected information to:

- Provide, maintain, and improve the Service
- Process and manage your account
- Track loyalty points and rewards
- Communicate with you about the Service
- Analyze usage patterns to improve user experience
- Comply with legal obligations
- Protect against fraudulent or illegal activity

3.1 Legal Basis for Processing (EEA/UK Users)

We process your personal data based on:

- Consent: For analytics and marketing communications
- Contract: To provide the Service you requested
- Legitimate Interests: To improve our Service and ensure security
- Legal Obligations: To comply with applicable laws

4. INFORMATION SHARING

We share your information with:

4.1 Service Providers

- Clerk: Authentication and user management
- PostHog: Analytics and product insights
- Vercel: Hosting and infrastructure
- Railway: Database hosting
- Sentry: Error tracking and monitoring

4.2 Brand Partners

When you interact with brand-specific content, we share:

- Interaction data (modules completed, points earned)
- Basic profile information (name, email)
- This data is sent directly to the brand's Klaviyo account for their marketing purposes

4.3 Legal Requirements

We may disclose information if required by law or to:

- Comply with legal processes
- Protect our rights and property
- Prevent fraud or security issues
- Protect the safety of users or the public

5. DATA SECURITY

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet is 100% secure.

6. DATA RETENTION

We retain your personal information for as long as your account is active or as needed to provide you services. You may request deletion of your account and associated data by contacting us at privacy@thetapp.io. We will respond to deletion requests within 30 days.

7. YOUR RIGHTS AND CHOICES

7.1 Access and Control

You have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Object to certain processing
- Request data portability

To exercise these rights, contact privacy@thetapp.io.

7.2 Marketing Communications

You can opt-out of marketing emails by following the unsubscribe link in any marketing email. Note that brand partners manage their own email communications through Klaviyo.

7.3 Analytics

You can opt-out of analytics tracking by contacting us. Note that this may impact Service functionality.

8. CALIFORNIA PRIVACY RIGHTS (CCPA)

California residents have additional rights under the California Consumer Privacy Act:

- Right to know what personal information we collect, use, disclose, and sell
- Right to delete personal information (with exceptions)

- Right to opt-out of the sale of personal information (we do not sell personal information)
- Right to non-discrimination for exercising privacy rights

To exercise these rights, contact privacy@thetapp.io.

9. EUROPEAN PRIVACY RIGHTS (GDPR)

If you are in the EEA or UK, you have additional rights:

9.1 Legal Basis

We process your data based on consent, contract, legitimate interests, or legal obligations as described in Section 3.1.

9.2 Your Rights

- Access: Request a copy of your personal data
- Rectification: Correct inaccurate data
- Erasure: Request deletion ("right to be forgotten")
- Restriction: Limit processing of your data
- Portability: Receive your data in a machine-readable format
- Object: Object to processing based on legitimate interests
- Withdraw Consent: Where processing is based on consent

9.3 Data Transfers

Your information may be transferred to and processed in the United States. We rely on Standard Contractual Clauses and appropriate safeguards for these transfers.

9.4 Complaints

You have the right to lodge a complaint with your local supervisory authority if you believe we have violated your privacy rights.

10. CHILDREN'S PRIVACY

Our Service is not directed to children under 13 (or 16 in the EEA). We do not knowingly collect personal information from children under these ages. If you believe we have collected information from a child, please contact us immediately.

11. COOKIES AND TRACKING

We use essential cookies for authentication and functionality. Analytics cookies are used only with your consent. You can manage cookie preferences through your browser settings.

Types of Cookies:

- Essential: Required for Service functionality (authentication)
- Analytics: Help us understand Service usage (PostHog)

12. THIRD-PARTY LINKS

Our Service may contain links to third-party websites. We are not responsible for the privacy practices of these external sites.

13. CHANGES TO THIS POLICY

We may update this Privacy Policy periodically. We will notify you of material changes by posting the new policy on this page and updating the "Last Updated" date.

14. CONTACT US

For questions about this Privacy Policy or to exercise your privacy rights, contact us at:

Email: privacy@thetapp.io Address: Helpar Inc., 1 Woolsack Dr, Westford, MA, 01886, United States