

Privacy Policy for PharmEd App

Last Updated: [Current Date, e.g., July 20, 2025]

Thank you for using PharmEd! Your privacy is important to us. This Privacy Policy explains how we handle user data in our app.

1. Information We Collect While PharmEd does not require user accounts or direct personal information input, our app utilizes third-party services and SDKs that may collect and process certain data to provide features, analytics, and advertisements. This data may include:

- **Device and Other IDs:** Such as Advertising ID, Android ID, unique device identifiers, and potentially other device-related identifiers.
- **Location Data:** Approximate location (e.g., country/region) and, if granted, precise location data derived from GPS or network information.
- **Usage and Performance Data:** Information about how you interact with the app (e.g., app launches, taps, screen views), crash logs, diagnostics, and other app performance metrics.

2. How We Use Collected Information The data collected by third-party services is used for the following purposes:

- **App Functionality:** To ensure the app operates correctly and to provide intended features.
- **Analytics:** To understand how users interact with our app, identify trends, and improve app performance and user experience (e.g., identifying frequently used features or areas for improvement).
- **Advertising and Marketing:** To deliver personalized and non-personalized advertisements, track ad performance, and measure the effectiveness of advertising campaigns.
- **Fraud Prevention, Security, and Compliance:** To detect and prevent fraudulent activity and ensure compliance with legal obligations.
- **Troubleshooting and Support:** To identify and fix bugs and other issues.

3. Third-Party Services We integrate several third-party services that collect and process data. Please review their respective privacy policies for detailed information on their data handling practices:


- **Google AdMob (and Google Mobile Ads SDK):** Used for displaying advertisements. AdMob may collect device identifiers and location data.
 - Google's Privacy Policy: <https://policies.google.com/privacy>
 - Google's AdMob specific data practices: <https://support.google.com/admob/answer/6394975>

- **Facebook Audience Network:** Used for displaying advertisements. This SDK may collect device identifiers, usage data, and location data.
 - Facebook Data Policy: <https://www.facebook.com/policy.php>
- **Unity Ads:** Used for displaying advertisements. This SDK may collect device identifiers, usage data, and location data.
 - Unity Privacy Policy: <https://unity.com/legal/privacy-policy>
- **Google Firebase (Analytics, Crashlytics, Messaging, Firestore, App Check):** Used for analytics, crash reporting, cloud messaging, database, and app security. Firebase collects device and usage data, crash logs, and may collect user IDs (app-instance IDs).
 - Firebase Privacy & Security: <https://firebase.google.com/support/privacy>
 - Google's Privacy Policy: <https://policies.google.com/privacy>
- **[Add any other third-party SDKs you are using that collect data, e.g., Coil if it collects any data besides image caching]**

4. Data Security We prioritize the security of your data. While PharmEd does not directly store personal user data on our servers, we rely on the robust security measures provided by the third-party SDKs and services integrated into our app to protect data during collection and transmission. All data transmitted to these services is typically encrypted in transit (e.g., via HTTPS).

5. Children's Privacy PharmEd is designed for medical students and professionals preparing for postgraduate exams. It is not intended for children under 13 years of age. We do not knowingly collect personal data from children under 13. If we learn that we have collected personal data from a child under 13, we will take steps to delete such information from our systems.

6. Changes to this Privacy Policy We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. We will notify you of any changes by posting the new Privacy Policy within the app or on our website. We encourage you to review this Privacy Policy periodically for any changes.

7. Contact Us If you have any questions or concerns about this Privacy Policy or our data practices, please feel free to contact us at:  [\[medtrance3618@gmail.com\]](mailto:medtrance3618@gmail.com)

By using PharmEd, you acknowledge and agree to the terms outlined in this Privacy Policy.

