# Privacy Policy

**Effective Date:** October 23, 2026

Welcome to **NameMe** ("the App").

Your privacy is important to us. This Privacy Policy explains what information we collect, how we use it, how we store it, and the choices you have regarding your information when using NameMe.

By using the App, you agree to the practices described in this Privacy Policy.

**NameMe is operated by an individual based in Israel.**

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# 1. Information We Collect

We strive to collect only the information necessary to provide and improve the App.

## Information You Provide

If you choose to create an account using **Sign in with Apple** or **Google Sign-In**, we collect your **email address**.

Authentication is handled by Apple or Google. We do **not** receive or store your password.

If you choose to continue as a guest, we do not collect your email address unless you later create an account.

## Application Data

To provide the App's features, we may store information associated with your account, including:

- Names you have liked or disliked.

- Favorite or shortlisted names.
- Partner matching information (if you choose to use the partner matching feature).
- Application preferences and settings.
- Other data necessary to provide the App's functionality.

## Information Collected Automatically

When you use the App, certain technical and usage information may be collected automatically through our service providers, including:

- Device type.
- Operating system version.
- App version.
- Language settings.
- General usage statistics.
- Crash reports and diagnostic information.
- Device advertising identifier (IDFA), if you grant tracking permission.
- Advertising-related data processed by our advertising partners.
- Approximate location (e.g. derived from IP) via advertising / analytics partners.

This information helps us improve the App, understand how it is used, resolve technical issues, and support advertising.

## Information Stored on Your Device

Certain preferences and application data may also be stored locally on your device to improve performance and your user experience.

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# 2. How We Use Your Information

We use your information only to:

- Create and manage your account.
- Authenticate your identity.
- Save your liked, disliked, and favorite names.

- Synchronize your data across your devices.
- Synchronize information with your partner if you choose to use the partner matching feature.
- Provide and maintain the App.
- Improve features and user experience.
- Monitor performance and usage trends.
- Detect, investigate, and fix technical issues.
- Respond to customer support requests.
- Comply with applicable legal obligations.
- Support advertising and measurement through third-party ad partners (AdMob), as described in the Advertising section.

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# 3. How We Share Your Information

We do **not** sell, rent, or trade your personal information.

Your information is shared only when necessary to operate the App using trusted service providers.

These providers include:

- Supabase (authentication and data storage)
- Firebase Analytics
- Firebase Crashlytics
- Apple (Sign in with Apple)
- Google (Google Sign-In)
- Google AdMob (advertising)

These providers process information only as necessary to provide their respective services.

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# 4. Analytics and Crash Reporting

To improve the quality and reliability of the App, we use:

- **Firebase Analytics** to better understand how users interact with the App.
- **Firebase Crashlytics** to identify, diagnose, and resolve application crashes and technical issues.

These services may collect technical and diagnostic information about your device and App usage in accordance with Google's privacy practices.

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# 5. Advertising

NameMe displays third-party advertisements through Google AdMob to help support the App.

AdMob and its partners may collect and process information such as:

- Device identifiers (including the advertising identifier / IDFA, where permitted).
- Advertising data (for example, information about ads shown or interacted with).
- Approximate location derived from IP address.
- Device and app information, and certain usage / interaction data related to ads.

This information may be used for third-party advertising, ad measurement, fraud prevention, and related analytics, in accordance with Google’s policies.

We do not sell your personal information.

Where required (for example on iOS), we may ask for your permission to track activity across other companies’ apps and websites for personalized advertising via App Tracking Transparency. You can change this later in iOS Settings → Privacy & Security → Tracking.

If you deny tracking, you may still see ads, which may be less personalized.

More about Google’s practices:

- https://policies.google.com/privacy
- https://support.google.com/admob/answer/6128543

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# 6. Data Storage and Security

Your account information and application data are stored using **Supabase**.

Some preferences and application data may also be stored locally on your device.

We use reasonable administrative, technical, and organizational measures to help protect your information from unauthorized access, disclosure, alteration, or destruction.

However, no method of electronic storage or transmission over the Internet is completely secure, and we cannot guarantee absolute security.

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# 7. Data Retention

We retain your information for as long as needed to provide the App and fulfill the purposes described in this Privacy Policy, unless a longer period is required by law. If an account remains inactive, we may delete it after 9 months, as described below.

If you delete your account through the App:

- Your email address and associated application data will be removed from our active systems.
- Limited information may temporarily remain in secure backups before being permanently deleted in accordance with our backup and retention practices.

## Inactive accounts

If you do not use the App for 9 consecutive months (measured from your last activity date on our systems — for example signing in, swiping, or updating preferences), we may delete your account and associated application data from our active databases to manage storage and keep the service efficient.

This may include your account profile, liked/disliked names, partner-matching data, and preferences stored by us.

Third-party providers (such as Google AdMob, Firebase, or Apple/Google sign-in) may retain certain information under their own retention policies, which we do not control.

Limited copies may remain temporarily in backups before permanent deletion. We may retain information longer when required by law or to resolve disputes.

You can delete your account at any time in the App, which removes your data sooner, as described above.

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# 8. Your Rights

Depending on your location and applicable law, you may have the right to:

- Access your personal information.
- Correct inaccurate information.
- Delete your account and associated data.
- Withdraw consent where applicable.
- Request information regarding how your personal information is processed.

You may delete your account directly within the App.

If you require additional assistance, please contact us using the email address below.

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# 9. Children's Privacy

NameMe is intended for users aged 13 and older (or the digital age of consent in your country). We do not knowingly collect personal information from children under 13 for advertising purposes.

The App is designed to collect only the minimum information necessary to provide its services.

If a parent or legal guardian believes that a child has provided personal information in violation of applicable law, they may contact us. We will review the request and, where appropriate, take reasonable steps to delete the relevant information.

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# 10. International Data Transfers

NameMe is operated from Israel and may be used worldwide.

Your information may be processed or stored in countries other than your country of residence through our trusted service providers.

Where applicable, our service providers implement appropriate safeguards to protect your personal information.

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# 11. Legal Requirements

We may disclose your information if required to do so by applicable law, legal process, governmental request, or when necessary to:

- comply with legal obligations;
- protect our legal rights;
- investigate fraud or security issues; or
- protect the safety of our users or others.

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# 12. Third-Party Services

The App relies on trusted third-party services to provide its functionality. These services have their own privacy policies and practices.

These services include:

- Supabase
- Google Sign-In
- Sign in with Apple
- Firebase Analytics
- Firebase Crashlytics
- Google AdMob

We encourage you to review the privacy policies of these providers.

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# 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When material changes are made, the updated Privacy Policy will be made available within the App or through another appropriate method.

The "Effective Date" at the top of this document indicates when this Privacy Policy was last revised.

Continued use of the App after changes become effective constitutes acceptance of the updated Privacy Policy.

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# 14. Contact Us

If you have any questions, requests, or concerns regarding this Privacy Policy or your personal information, please contact us:

**Email:** nameme.app.26@gmail.com

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By using NameMe, you acknowledge that you have read and understood this Privacy Policy.