

Privacy Policy for PlanItMaths

Effective Date: 23-05-2025

PlanItMaths ("we", "our", or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you use our mobile application, PlanItMaths, available on the Google Play Store.

1. Information We Collect

PlanItMaths is designed for children and families. We follow strict privacy measures to ensure a safe learning environment.

We do not collect personally identifiable information unless explicitly provided by parents or guardians for school use.

We may collect:

- Anonymous usage data: such as screen views, quiz progress, and trick attempts to improve the app.
- Device data: device model, OS version, and crash reports to improve performance.
- Advertising ID (if ad-supported): to display relevant ads and rewards using Google AdMob.

2. How We Use Your Information

We use the collected data:

- To enhance app performance and user experience.
- To track progress (locally on the device or optionally via school accounts).
- To serve age-appropriate ads and reward content (for free versions).
- For educational analytics (aggregated and non-identifiable).

3. Children's Privacy

PlanItMaths is COPPA-compliant. We do not knowingly collect personal data from children under 13 without parental consent. All educational features work without needing to input personal data.

For schools using a special version of the app:

- School codes may be used for access control.
- No personal data is collected from students directly.

4. Third-Party Services

We may use the following services:

- Google AdMob – for displaying ads (free version only).
- Google Analytics for Firebase – to analyze app usage (no personal identifiers).
- Google Play Services – for crash reporting and performance insights.

These third parties may collect non-personally identifiable information as governed by their own privacy policies.

5. Data Storage and Security

All progress data is stored locally on your device unless explicitly synced by the user to a school account. We use encryption and secure storage to protect this data.

6. In-App Purchases and Subscriptions

PlanItMaths offers:

- A free version with ads and locked content.
- A premium ad-free version with full content access via in-app purchase or school licensing.

No payment data is stored by us; all purchases are processed via Google Play.

7. User Control and Choices

You can:

- Clear app data through your device settings.
- Use the app without logging in or providing personal information.
- Request deletion of any optional data via contact below.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be reflected in the app and on our website. Continued use of the app constitutes your acceptance of the changes.

9. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact:

PlanItMaths Support

Email: zaibammad04@gmail.com

UAE