Privacy Policy

Effective Date: January 9, 2025

At **BabyStop App** ("we," "our," or "us"), we value your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our app, which helps parents find clean, family-friendly baby spots nearby.

By accessing or using our app, you agree to this Privacy Policy. If you do not agree to this policy, please do not use our app.

1. Information We Collect

We collect different types of information to provide and improve our services to you. This includes:

A. Personal Information

When you use BabyStop app, we may ask you to provide personally identifiable information, such as:

- **Name**: To personalize your experience.
- **Email Address**: For registration, communication, or account-related purposes.
- **Phone Number** (optional): To contact you directly, if needed.

B. Location Data

To provide location-specific results and recommendations (like nearby baby spots), we may collect:

- **Precise Location**: When you enable location services on your device, we collect GPS data to help you find nearby baby-friendly spots.
- **Approximate Location**: If you don't enable precise location services, we may infer your location based on your IP address.

You can disable location services at any time through your device's settings, but doing so may limit some features of the app.

C. Usage Data

We collect non-personally identifiable data to improve the performance of the app and enhance user experience, including:

- **Device Information**: Information about the device you use to access the app (e.g., device type, operating system version).
- **App Usage Data**: How you interact with the app, including pages you visit, actions taken, and crash reports. This helps us improve the app's functionality and troubleshoot errors.
- **IP Address**: Used for analytics and to detect malicious activity.

D. User-Generated Content

When you submit reviews, ratings, or comments about baby spots, this content may be visible to other users. We may also collect photos or other media you upload to enhance your experience in the app.

2. How We Use Your Information

We use the information we collect for various purposes, including:

- **Providing Services**: To show you nearby baby-friendly spots, recommend locations, and enable you to save favorites or leave reviews.

- **Personalization**: To offer a customized experience based on your location, preferences, and interactions with the app.
- **Communication**: To send you account-related notifications, updates, promotional materials (if you've opted in), and responses to your inquiries.
- **Improving the App**: To analyze usage trends, troubleshoot issues, and enhance the app's features and functionality.
- **Legal Compliance and Security**: To comply with legal obligations, enforce our Terms of Service, and protect the security of the app and users.

3. Sharing Your Information

We do not sell, trade, or rent your personal information to third parties. However, we may share your information under the following circumstances:

A. Service Providers

We may share information with trusted third-party companies that help us provide and maintain the app, such as:
- Hosting services
- Analytics services (e.g., Google Analytics)
- Payment processors (if applicable) These service providers are required to use your data only for the purposes of performing services on our behalf and are bound by confidentiality agreements.

B. Legal Obligations

We may disclose your information if required by law or to comply with legal processes, such as:
- Responding to subpoenas, court orders, or government inquiries.
- Protecting the rights, property, and safety of our users or the public.

C. Business Transfers

In the event of a merger, acquisition, or sale of our business assets, your personal information may be transferred as part of the transaction.

4. Data Security

We take appropriate technical and organizational measures to protect the personal information you provide to us. This includes:
- Encrypting sensitive data.
- Implementing firewalls and access controls.
- Regularly monitoring our systems for vulnerabilities.

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

5. Cookies and Tracking Technologies

Our app may use **cookies**, web beacons, and other tracking technologies to enhance your experience. Cookies are small text files stored on your device that help us remember your preferences and personalize your experience. For example, cookies may be used for:
- **Authentication**: Keeping you logged in.
- **Analytics**: Tracking how you use the app to improve functionality.

You can manage cookie preferences through your device settings. However, disabling cookies may affect certain features of the app.

6. Your Choices

You have certain rights regarding the information we collect about you:

- **Access and Update Your Information**: You can access and update your personal information through the app settings or by contacting us.
- **Location Services**: You can disable location services in your device settings, but this may limit the functionality of certain app features.
- **Opt-Out of Communications**: You can opt-out of promotional emails or notifications by following the unsubscribe link in the message or adjusting your app settings.
- **Delete Your Account**: If you no longer wish to use the app, you can request that we delete your account and personal information. Please note that we may retain certain data for legal or operational purposes.

7. Children's Privacy

Our app is not intended for children under the age of 13, and we do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child under 13, we will delete that information as soon as possible. If you believe we have collected data from a child, please contact us immediately.

8. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required by law. If you request to delete your account, we will remove your personal information from our active databases, though certain data may be retained for legal, accounting, or auditing purposes.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, or legal obligations. When we make changes, we will revise the "Effective Date" at the top of the page. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

10. Contact Us

If you have any questions, concerns, or comments about these Terms, please contact us at contact@babystop.app. We are committed to addressing any issues you may have and providing support for your use of the App.

11. Reviews and User-Generated Content

When you submit reviews, ratings, or comments about the baby spots listed in our app, this content may be publicly visible to other users. By submitting reviews or other user-generated content, you acknowledge and agree that:
- **Public Availability**: Your review, rating, or comment will be visible to other users of the app, including details such as your username, the content of the review, and any media (photos or videos) you may upload.
- **Content Ownership**: You retain ownership of the content you submit. However, by submitting a review or user-generated content, you grant us a non-exclusive, worldwide, royalty-free license to use, display, modify, distribute, and promote your content within the app and on related platforms.
- **Accuracy and Compliance**: You agree to only submit truthful and accurate reviews or comments. You may not post any content that is defamatory, offensive, misleading, or violates the rights of others. We reserve the right to remove any content that we deem inappropriate or in violation of our Terms of Service.

- **Privacy and Anonymity**: If you choose to submit a review, we may collect and display certain personal information associated with the review (such as your username or photo). If you prefer to remain anonymous, we recommend not including any personal information that you do not wish to be shared in your review.

By submitting reviews and ratings, you help other parents in the community make informed decisions, and we appreciate your feedback. However, please note that your reviews or ratings do not constitute any form of endorsement from us, nor do they guarantee any specific outcomes.

12. Creating Profiles
To enhance your experience and allow for personalized features, our app may allow you to create a user profile. By creating a profile, you provide information that helps us tailor the app's services to your preferences. When you create a profile, you acknowledge and agree to the following:

A. Profile Information
When you create a profile, you may be asked to provide certain information, such as:
- **Username**: A name that identifies you within the app.
- **Email Address**: For account-related communications.
- **Profile Picture** (optional): To personalize your account and help identify you to other users.
- **Other Personal Information**: Depending on the features you use, you may choose to provide additional details such as your location, preferences, or reviews.

B. Profile Visibility
Your profile information may be visible to other users depending on the features of the app. For example:
- Your **username** and **profile picture** (if uploaded) may be visible alongside any reviews or ratings you submit.
- Your **reviews and ratings** of baby spots will be publicly available, but your **email address** and other private details will remain confidential.

C. Profile Management
You can manage and update your profile information at any time within the app. This includes:
- **Editing or removing** your profile information (such as your username or profile picture).
- **Deleting** your profile or account entirely, which will remove your data from the app.

D. Profile Security
You are responsible for maintaining the security of your profile information, including your username and password. Please use a strong password and notify us immediately if you believe your account has been compromised. We recommend you do not share your login credentials with anyone to protect your privacy.

E. Data Usage for Profile
We may use the information provided in your profile to:
- **Enhance your experience** by personalizing content or recommending nearby family-friendly spots based on your preferences.
- **Send notifications or updates** related to your account, reviews, or relevant services.

- **Provide customer support** if you contact us with questions or issues regarding your profile.

F. Deleting Your Profile

If you wish to delete your profile, you can do so within the app's settings or by contacting us directly. Upon deletion, your profile information, reviews, and ratings will be removed. However, we may retain some data for legal, auditing, or security purposes.

13. Third-Party Services and Ads by Google

Our app may display ads served by third-party advertising companies, including Google. These third parties may collect certain information to serve personalized advertisements based on your interests and activities. By using our app, you acknowledge and agree to the following:

A. Google Ads

We use **Google AdMob** (and other Google services) to display advertisements within our app. Google may collect information such as your device type, location, and usage data in order to deliver more relevant ads. This allows us to support the app's development and provide a free service to our users.

- **Google's Privacy Practices**: Google may collect, store, and process information as part of their advertising services. Google's privacy practices are governed by their own Privacy Policy. You can learn more about how Google handles your data in relation to advertising by visiting their Privacy & Terms page and the Ad Settings page.

B. Data Collection for Ads

When you interact with ads displayed by Google or other third-party advertisers, they may use cookies, web beacons, and similar tracking technologies to collect information such as:

- **Device Information**: Type of device, operating system, device identifiers, etc.
- **Usage Information**: How you use the app, which ads you view or interact with, and any clicks made.
- **Location Information**: Based on your IP address or device's location services, if enabled.

This information is used to serve personalized ads that are more relevant to your interests, both within our app and across other apps and websites.

C. Opting Out of Personalized Ads

You can opt out of personalized advertising through the following methods:

- **Google Ad Settings**: You can visit the Google Ad Settings page to control how Google personalizes ads.
- **Device Settings**: You can disable ad tracking and personalized ads in your device's settings under the "Privacy" or "Advertising" section.

Please note that opting out of personalized ads does not mean you will no longer see ads; it simply means the ads will no longer be tailored to your interests.

D. Other Third-Party Advertising Networks

In addition to Google, we may also work with other third-party advertising networks to display ads in our app. These networks may also use similar tracking technologies to collect information for advertising purposes. Please refer to the privacy policies of these third-party advertising networks for more information on their data collection practices.

14. Google Analytics

We use **Google Analytics** to help us analyze how users interact with our app. Google Analytics is a web analytics service provided by Google that tracks and reports app usage and user activity. By using our app, you acknowledge and agree to the following:

A. What Google Analytics Collects

Google Analytics may collect certain information about your use of our app, including:

- **Usage Data**: Information about how you interact with the app, such as which features you use, the frequency of use, and the duration of your sessions.
- **Device Information**: Information about your device, such as device type, operating system, device identifiers (e.g., IDFA, GAID), and browser type.
- **Location Information**: General location data based on your IP address or device location services, if enabled.
- **App Performance Data**: Data on crashes, errors, and overall app performance.

B. How Google Analytics Uses the Data

The data collected by Google Analytics helps us understand how users engage with our app and allows us to:

- **Improve User Experience**: Identify areas of the app that need improvements or optimization based on user interactions.
- **Monitor App Performance**: Track crashes, bugs, and any issues that impact performance.
- **Analyze User Behavior**: Understand how different user segments use the app, enabling us to tailor our app features and content to meet user needs.

C. Opting Out of Google Analytics

Google Analytics collects data via cookies and other tracking technologies. If you prefer not to have your data collected by Google Analytics, you can opt out in the following ways:

- **Google Analytics Opt-Out Browser Add-On**: You can install the Google Analytics Opt-Out Browser Add-On to prevent your data from being sent to Google Analytics.
- **Device Settings**: You can manage app permissions and tracking settings within your device to limit data collection.

D. Google's Privacy Practices

Google's collection and processing of data are governed by Google's Privacy Policy. You can learn more about how Google uses the information collected through Google Analytics in their Privacy & Terms page.