

Privacy Policy

Last updated: 3 September 2025

1) Who we are

PelvicWorkout (“App”) is provided by **Ihor Vashchenko**, Berlin, Germany (“we”, “us”).

Contact (data controller): admin@appstechai.top

(Our postal address appears in the website **Impressum** and may be used for written requests.)

No ads & sensitive data: PelvicWorkout does **not** show third-party ads. Any **health-related data** you enter (e.g., pelvic floor exercise logs) stays within the App’s functionality, is not used for advertising, and is processed only with your **explicit consent**.

2) What data we collect

- **Account & device identifiers:** Apple ID–related identifiers provided by the OS, device model, language, OS version, country/region, App version.
- **Purchase data:** subscription product, price tier, currency, purchase/renewal status, refunds (via Apple and our subscription SDK). We do **not** store your full payment card details.
- **Usage & diagnostics:** screen views, feature usage, paywall views, crash logs, performance metrics.
- **Health data (optional):** exercise logs (e.g., sets, duration), reminders, goals, self-reported symptoms/notes. Processed only with your **explicit consent**.
- **Support data:** messages you send to support (email and in-app).

3) Purposes and legal bases

- **Provide the service & subscription features** (Art. 6(1)(b) GDPR — contract).
- **Health features & personalized plans** (Art. 9(2)(a) GDPR — **explicit consent**).
- **Analytics, app safety & troubleshooting** (Art. 6(1)(f) GDPR — legitimate interests, minimal data, opt-out controls).
- **Legal compliance** (Art. 6(1)(c) GDPR).

You may withdraw consent in the App settings at any time (does not affect prior processing).

4) Third-party SDKs (processors) we use

We carefully scope these providers to **only** what's necessary. We **do not** share your health entries with these providers, and we **never** use health data for ads or ad targeting.

A) Adapty (subscription infrastructure & paywall analytics)

Purpose: manage in-app purchases/subscriptions, validate receipts, show paywalls, measure paywall performance, server-to-server events.

Data categories: device/app identifiers, country/locale, paywall impressions, product identifiers, purchase/renewal status, trial start/end, refunds.

Legal basis: performance of a contract; legitimate interests for analytics limited to paywall performance.

Transfers: may process outside the EEA with appropriate safeguards (e.g., SCCs).

Opt-out/controls: you can use the App without analytics personalization; disable “Analytics” in Settings to limit paywall/usage analytics to strictly necessary events.

B) Firebase by Google — Analytics & Crashlytics

Purpose: understand aggregate usage (which screens/features are used), improve UX, and fix crashes.

Data categories: app instance ID, device info (model, OS, language), in-app events (e.g., session start, feature usage), crash traces, coarse IP for routing.

Legal basis: legitimate interests (product analytics & reliability); you can disable analytics in Settings.

Transfers: may be processed outside the EEA with appropriate safeguards.

Opt-out/controls: toggle **Analytics** off in the App (we stop sending analytics events); Crash reporting can also be disabled in **Settings** → **Privacy**.

C) Meta (Facebook) SDK — attribution & deep linking (no ads shown in-app)

Purpose: measure the effectiveness of our own marketing campaigns (e.g., did an ad lead to an install) and support secure deep linking into the App.

Data categories: app events (install/open), coarse device data, and **IDFA only with your consent** (see ATT below).

Legal basis: legitimate interests in measuring our campaigns; **IDFA only if you consent** under iOS AppTrackingTransparency.

Transfers: may be processed outside the EEA with appropriate safeguards.

Opt-out/controls: if you **deny tracking** in Apple's prompt, we do **not** access IDFA and rely on **SKAdNetwork** for aggregated attribution. You can also reset your advertising identifier in iOS settings.

Important: We **do not send any health entries** (exercise logs, symptoms, goals) to Facebook/Meta. Attribution is strictly **aggregated** and **separate** from health data.

5) Apple frameworks

- **In-App Purchases:** Apple processes your payment.

- **AppTrackingTransparency (ATT):** We request permission **only** if we need the IDFA for attribution. If you decline, functionality remains; we simply don't access IDFA.
- **SKAdNetwork:** We use SKAdNetwork for privacy-preserving, aggregated campaign performance.

6) International transfers

If data are transferred outside the EEA, we rely on recognized safeguards (e.g., **Standard Contractual Clauses**) and implement supplementary protections where appropriate.

7) Retention

- Subscription & purchase records: while your account is active and as required by tax/accounting law.
- Health logs: until you delete them or withdraw consent, then promptly deleted from active systems and scheduled for backup purge.
- Analytics & crash data: typically 12–24 months (or shorter if you disable analytics/crash reporting).
- Support messages: as long as needed to resolve your request and for record-keeping.

8) Your rights (EU/EEA)

You may **access, rectify, erase, restrict, object, port** your data, and **withdraw consent** at any time. You can also complain to your local authority (Berlin: Berliner Beauftragte für Datenschutz und Informationsfreiheit). We respond without undue delay.

9) Children

The App is intended for users **16+**. If you are under 16, please do not use the App.

10) Security

Encryption in transit, least-privilege access, audit logging, and vendor due diligence. No vendor receives health entries for advertising or profiling.

11) Controls inside the App

- **Health data consent toggle** (enable/disable health features & storage).
- **Analytics toggle** (limit or disable analytics events to Firebase/Adapty).

- **Crash reporting toggle** (disable Crashlytics).
- **Reset data** (clear local health entries).
- **Export data** (provide a machine-readable export on request via support).

12) Changes

We'll post updates here and change the "Last updated" date. Material changes may be notified in-app.

13) Contact

Email: admin@appstechai.top

(Postal address in the **Impressum** on appstechai.top)