

# PRIVACY POLICY for our Diet Counts iOS product

**Summary:** We do not collect any of your data except when you explicitly decide to share data with us, for example through email or other correspondence. Continue reading for full information.

## 1. INTRODUCTION

At Qi Analytics LLC we believe in providing applications and services without collecting, using, or sharing information unless it is essential to the functionality our products provide to the user. We are committed to protecting your privacy and being transparent about our practices. This Privacy Policy explains how Qi Analytics LLC (henceforth referred to as "Qi Analytics LLC", "we" or "us") collects, use, and share information when you use our Diet Counts mobile application or email support (henceforth referred to as "The App" or our "Products" or our "Services"). This Privacy Policy is incorporated into and is subject to the Terms of Use. Your use of our Products and any personal information you provide to us directly, or via our Products, remain subject to the terms of this Privacy Policy. This Privacy Policy will be updated from time to time to reflect our current practices regarding data collection, use, and sharing.

## 2. THIRD PARTY SERVICES (APPLE ONLY)

Apple is the only third party service provider we use in The App. We use Apple as a third party service provider for the sole purpose of enabling us to operate effectively and deliver high product quality.

- Apple iCloud - (if enabled by user) may be used for the storage and syncing of your data from The App. Apple iCloud Privacy is covered under the Apple Privacy Policy: <https://www.apple.com/privacy/>. We do not have access to the information you store in this manner.
- Apple Analytics - (if enabled by user) will collect anonymous analytical data to help us better understand how our customers and users use our Products. App Analytics is covered under the Apple Privacy Policy: <https://www.apple.com/privacy/>

## 3. INFORMATION WE COLLECT AND HOW WE USE IT

The only personally identifiable information we may receive and collect, and that which you directly and actively provide to us, for example via email when you request support or information.

- Name and email address - you may provide this information to us through correspondence (for example via email). We use this information to contact you and personalize the content of our messages.
- Correspondence and communications - any other information you choose to share with us via correspondence, including but not limited to email, support requests, post or social media. We use this information to understand your correspondence and respond to your questions.

#### 4. DATA STORAGE

All application data (that is the data you create and add to The App) is only stored locally on your devices and, if enabled, on iCloud. This data is never shared with us or any other services unless you explicitly choose to do so through the sharing options available in The App. We have no way to access the application data of The App and therefore cannot read, recover or share data for or on behalf of any person or organization. Data shared to Third Party Services as detailed above may be stored on the servers of the associated Third Party Service.

##### 4.1 Examples of data storage

- Application Data - all application data (that is the data you create and add to The App) is only stored locally on your devices and, if enabled, on iCloud. This data is never shared with us or with any other services or people unless you explicitly choose to do so through sharing options available in The App or if you provide such data when you contact our support.
- Photos - The App accesses your photos only when you choose to add photos to your application data stored by The App. Only information from the photos you select is stored in the application data of The App. This data is never shared with us or with any other services or people unless you explicitly choose to do so through sharing options available in The App.
- Health Data - (if enabled by user) The App may store data (such as nutrient information) in Apple Health and it may later retrieve the same information from Apple Health in order to present such data to you in The App. This data is never shared with us or with any other services or people unless you explicitly choose to do so through sharing options available in The App.

#### 5. DATA PROTECTION

We take reasonable measures to protect any personal information we may hold about you (for example in emails you have sent to us) in an effort to prevent loss, misuse, and unauthorized access, disclosure, alteration, and destruction. However, despite our efforts, no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse. For information on how your iOS device encrypts and secures data, and on how data is protected on iCloud, please consult Apple documentation.

#### 7. CHANGES TO THIS POLICY

From time to time we may change our privacy policy and although these changes might be minor we encourage our users to check this page regularly. By continuing to use The App after those changes become effective, you are agreeing to be bound by the revised policy.

#### 8. QUESTIONS

If you have any questions regarding our Privacy Policy, please contact us via the support email address provided with our Product.

This privacy policy was last updated on June 25th 2020.

Apple is a trademark of Apple Inc., registered in the U.S. and other countries.