

Pet Food App - Privacy Policy

Effective: November 10, 2025

Contact: thepetfoodapp@gmail.com

Welcome to Pet Food App. This Privacy Policy explains what information we collect, how we use it, when we share it, and the choices you have. The App is operated by its developers (“we”, “us”).

1) Who we are

“Pet Food App” (the “App”) is operated by its developers. If you have questions about this policy or want to exercise your rights, contact us at thepetfoodapp@gmail.com.

2) Information we collect

- **Account data (optional):** If you sign in (for example with Google) we receive identifiers from the sign-in provider (such as account ID), your name, email address, and profile image URL if provided.
- **Pet profiles (optional):** Details you add about your pets (e.g., name, species, allergies, preferences).
- **App activity & device data:** Usage and diagnostic data (timestamps, pages/screens viewed, device/app version), performance and security logs, and crash reports.
- **Support messages:** Content you send us via email or in-app support.
- **Payments:** We do not intentionally collect payment card details on our servers. If paid features are offered, payments will be handled by a third-party processor under their terms and privacy policies.

3) How we use information

We use information to provide and improve the App (including sign-in, favorites, and pet profiles), maintain security, prevent abuse, fix bugs/crashes, understand feature usage, and respond to support requests. Processing is based on one or more of: performance of a contract (providing the App), legitimate interests (e.g., security, improvement), consent where required (e.g., optional analytics/ads if enabled), and legal obligations.

4) When we share information

We share personal information only as needed to operate the App or as required by law:

- **Service providers:** Hosting, databases, logging/monitoring, email delivery, crash reporting, and similar vendors acting on our instructions.
- **Authentication providers:** If you use Google (or another provider), they process sign-in under their own terms.
- **Legal/safety:** To comply with law, respond to lawful requests, or protect people and property.
- **Business change:** In connection with a merger, acquisition, or asset sale, user information may be transferred under this policy and any successor policy.

We do not sell personal information.

Advertising and analytics partners: We may display advertising in the App using third-party ad networks (for example, Google via AdMob and AdSense). These providers may collect device identifiers, IP address, app and usage data, and other signals to deliver and measure advertisements. They operate under their own privacy policies and may combine information collected on our App with information from other apps and services. For information about how Google uses data for ads and advertising choices, see <https://policies.google.com/technologies/ads> and <https://policies.google.com/privacy>. You can manage Google ad personalization at <https://adssettings.google.com/>.

If we later introduce additional analytics or advertising, we will update this policy and provide required notices and choices (for example, consent prompts) before such changes take effect.

5) Data retention

- **Accounts & profiles:** Kept while your account is active.
- **Deletion:** If you request account deletion, we will delete or de-identify personal information within a reasonable time, except where limited retention is required for security, fraud prevention, or legal obligations.
- **Backups/logs:** Retained for limited periods for reliability, restoration, and security.

6) Your choices & rights

- **No sign-in required:** You can use the App without creating an account (features may be limited).
- **Access/Deletion/Update:** Contact thepetfoodapp@gmail.com to request access to, correction of, or deletion of your personal information, subject to applicable law.
- **Consent controls:** If a feature requires consent (e.g., certain analytics/ads if introduced), the App will provide controls to grant or withdraw consent.
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- **Advertising controls:** We provide in-app controls to enable or withdraw consent for personalized advertising. If you withdraw consent, we will disable personalized ads for your device (non-personalized ads may still be shown). For Google ads specifically, you can also manage ad personalization or opt out at <https://adssettings.google.com/>. Where required by law (for example under GDPR), we will request consent prior to enabling personalized advertising and record your choice.

Where local law provides additional rights (e.g., portability, to restrict/opt out of certain processing, or to appeal), we honor those rights consistent with the law's requirements.

7) Children's privacy

The App is not directed to children under 13 (or the age defined by local law). We do not knowingly collect personal information from children.

8) International transfers

We may process and store information in countries other than yours. Where required, we implement appropriate safeguards for cross-border transfers.

9) Security

We use reasonable administrative, technical, and physical measures to protect personal information. No method of transmission or storage is completely secure.

10) Changes to this policy

We may update this policy as the App evolves. We will post the updated policy with a new effective date. Material changes will be highlighted or otherwise communicated as required by law.

11) Contact

Questions or requests about privacy or your information: thepet-foodapp@gmail.com