

Privacy Policy for Pawka

Effective Date: 21.03.2025

Welcome to **Pawka**, an AI-powered pet assistant for care, advice, and recommendations. Your privacy is important to us, and this Privacy Policy explains how we collect, use, store, and protect your information.

1. Information We Collect

We collect the following types of personal information when you use our app:

- **Personal Data:** Name, phone number, email, and location.
- **Authentication Data:** Login via Google, Apple, or mobile phone.
- **Product Interaction Data:** Collected via our self-hosted analytics tool (Aptabase) but not linked to your identity.

2. How We Use Your Information

We use your data for the following purposes:

- To provide and personalize the Pawka experience.
- To enhance app functionality and user experience.
- To ensure security and prevent fraud.
- To comply with legal obligations.

3. Data Storage & Security

- Your data is stored on **local storage** and our database in **Finland (EU)**.
- We use **secure connections and encryption** to protect your information.
- Data is retained only as long as necessary to fulfill its intended purpose.

4. Third-Party Services & Data Sharing

- **Analytics:** We use a self-hosted instance of Aptabase to collect non-personal product interaction data.
- **Advertising:** We display ads via **Google AdMob and Facebook Ads**.
- **No Third-Party Sharing:** We do not sell, trade, or share your personal data with third parties.

5. User Rights & Controls

- **Data Deletion:** You can request the deletion of your personal data by:
 - **Visiting:** <https://pawka.app/delete-account>
 - **Contacting us via email:** info@pawka.app
- **Deletion Timeframe:** Once requested, account deletion may take up to 90 days to fully complete, including the removal of data from backups and logs.

- **Marketing & Tracking:** Users cannot opt out of data collection or marketing communications.

6. Legal Compliance

- **GDPR Compliance:** Pawka adheres to the **General Data Protection Regulation (GDPR)**.
- **Age Restriction:** Pawka is **intended for users aged 18 and above** and is not designed for children.

7. Contact Information

For privacy-related inquiries, please contact us at:

Email: info@pawka.app

We may update this Privacy Policy from time to time. Please review it periodically for any changes.