

Privacy Policy

Last updated: January 22, 2026

This Privacy Policy (the “Policy”) explains how **Artsiom Shuneika** (the “Developer”, “we”, “us”, or “our”) processes information in connection with your access to and use of the **NutriPlan** mobile application (the “App”).

By downloading, accessing, or using the App, you acknowledge that you have read and understood this Policy. If you do not agree, do not use the App.

1. Scope (Privacy-First Design)

The App is designed so that **most user-entered content is stored locally on your device**. We generally **do not upload** your meal plans or similar user-entered content to our own servers.

However, the App uses third-party services (such as subscription management, analytics, and attribution) that may process **device identifiers, diagnostic data, and usage events** as described below.

2. Information We Process

2.1 User-Entered Information (Primarily Stored On-Device)

You may choose to enter information such as: - age - gender - height - weight - preferences related to meals and planning (as applicable)

How it’s used: to provide App features such as calorie estimates and meal planning.

Where it’s stored: primarily **on your device**.

Important: We do not intend to use user-entered information to provide medical services, diagnosis, or treatment.

2.2 Technical, Usage, and Diagnostics Data

When you use the App, we (and our service providers acting on our behalf) may process certain information automatically, such as: - device and app identifiers (e.g., **IDFV**, and **IDFA** if you allow tracking via the iOS prompt) - approximate location derived from IP address (depending on provider configuration) - app version, device model, OS version, language, time zone - crash logs and performance data - in-app events (e.g., screens viewed, feature usage, subscription status events)

We design analytics to avoid collecting the content of what you log (for example, your specific meals) where possible, but **technical and usage data may still be considered personal data** in some jurisdictions.

2.3 Subscription and Purchase Data

If you purchase a subscription, information related to your purchase may be processed, such as: - subscription status (active/expired) - purchase receipts or transaction-related signals (handled via Apple and our subscription provider) - customer identifiers used for subscription management (typically pseudonymous IDs)

We **do not** process or store your full payment card details. Payments are processed by Apple.

3. How We Use Information

We process information for the following purposes: - **App functionality:** enabling core features and calculating outputs based on your inputs - **Subscription management:** verifying entitlement, preventing fraud, and providing access to paid features - **Analytics and product improvement:** understanding usage patterns and improving the App - **Diagnostics and security:** detecting crashes, fixing bugs, ensuring stability, preventing abuse - **Attribution and marketing measurement:** measuring where installs/subscriptions came from and campaign performance (see Section 6)

4. Third-Party Services (Processors)

The App uses the following third-party services. These providers may process device identifiers, usage events, diagnostics, and (where applicable) subscription-related data.

Service	Purpose	Examples of data processed
RevenueCat	Subscription and purchase management	purchase/entitlement status, app user identifier, device/app diagnostics
PostHog	Product analytics	usage events, device/app info, diagnostics (configuration-dependent)

Service	Purpose	Examples of data processed
AppsFlyer	Attribution and marketing measurement	device identifiers (including IDFA if permitted), install/attribution data, usage signals (configuration-dependent)

Your use of the App may also be subject to Apple’s platform rules and policies.

Provider policies (for reference): - RevenueCat: <https://www.revenuecat.com/privacy/>
- PostHog: <https://posthog.com/privacy> - AppsFlyer: <https://www.appsflyer.com/legal/privacy-policy/>

Note: Third-party services operate under their own terms and privacy policies. We select and use these services to support App functionality, analytics, and attribution, but we do not control their independent practices.

5. What We Share (and What We Don’t)

5.1 Sharing With Service Providers

We may share **technical/usage data, diagnostics, identifiers, and subscription-related signals** with the providers listed above **to operate the App**.

5.2 We Do Not Sell Personal Data

We do not sell your personal data in exchange for money.

5.3 No Intentional Sharing of User-Entered Meal Content to Analytics

User-entered content (such as your meal-related entries) is intended to remain on-device. We do not intend to send the content of your meal entries to analytics or attribution providers.

6. Tracking, IDFA, and AppTrackingTransparency (ATT)

The App uses attribution/marketing measurement tools (e.g., AppsFlyer). On iOS, certain forms of tracking require your permission via Apple’s **AppTrackingTransparency** prompt.

- If you **allow** tracking, the App and/or our attribution provider may access the device's **IDFA** and use it for attribution/measurement in accordance with Apple's rules and the provider's settings.
- If you **deny** tracking, the App will not access the IDFA for tracking purposes, and attribution may be limited (e.g., using aggregated or non-IDFA methods, depending on platform capabilities).

You can change your tracking choice at any time in iOS settings: - **Settings** → **Privacy & Security** → **Tracking**

7. Data Storage and Hosting

7.1 On-Device Storage

Most user-entered information is stored locally on your device. Your device security settings (passcode, backups, iCloud settings, etc.) affect the confidentiality of that data.

7.2 Operational Infrastructure

We may use operational infrastructure (including servers located in the **European Union**) for limited coordination and operational needs (for example, configuration delivery or service coordination). We do not intend to store your user-entered meal content on our servers.

Third-party providers may store and process data on their own infrastructure and in different regions.

8. Data Retention

- **On-device user-entered data:** retained until you delete it, delete the App, or reset your device (subject to your backup settings).
- **Analytics/diagnostics/attribution data:** retained as needed for the purposes described above, subject to our settings and the retention policies of our service providers.

If you want us to help with deletion requests related to provider-held data that we can reasonably act on, contact us (Section 13).

9. Security

We implement reasonable administrative, technical, and organizational measures designed to protect information. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

10. Your Choices and Controls

Depending on your device and region, you may have the following options: - **Tracking control (ATT):** allow/deny via iOS tracking prompt and settings (Section 6) - **Limit identifiers:** iOS privacy settings may limit certain identifiers - **Delete local data:** delete entries in the App (if applicable), uninstall the App, and manage backups - **Request assistance:** contact us for help with privacy questions or certain requests

10.1 Requests (Access / Deletion / Questions)

You may contact us to request information about our processing practices or to request deletion assistance for data we can reasonably address (for example, identifiers used by our providers where we have access to manage them).

11. Children and Age Requirement

The App is intended for users **16 years and older**. We do not knowingly collect personal data from individuals under 16. If you believe a minor has provided personal data, contact us and we will take reasonable steps to address the request.

12. International Users

The Developer is based in the **Republic of Belarus**. Our service providers may process data in other countries. If you use the App from outside your country, you understand that information may be processed across borders.

13. Changes to This Policy

We may update this Policy from time to time. The “Last updated” date at the top shows when changes were made. Continued use of the App after an update means you accept the updated Policy.

14. Contact

If you have questions or requests about this Policy, contact:

Artsiom Shuneika
Email: contact@catsapps.studio