

APPLI AI LLC Privacy Policy

Effective Date: 3/15/2025

Last Updated: 3/15/2025

APPLI AI LLC, doing business as APPLI ("we," "our," or "us"), is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our wellness App ("App"). It complies with applicable laws, including the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), and other health data protection regulations.

By accessing or using the App, you agree to the terms of this Privacy Policy. If you do not agree to these terms, please do not use our App.

1. Information We Collect

We may collect the following types of information from you:

1.1 Personal Data

When you register, create an account, or use certain features of the App, we may collect personal information, including but not limited to:

- Name, email address, phone number, and account login credentials.
- Demographic details, such as age, gender, and location (if shared).

1.2 Health Data

To enhance your experience and provide personalized recommendations, we may collect specific health-related information, including:

- Wellness-related information you input
- Biometric or physiological data (if provided).
- Fitness goals
- Dietary preferences and restrictions
- Menstrual cycle data (if Applicable)
- Progress and milestones in wellness goals
- Any other information you voluntarily provide

1.3 Technical Data

We collect data about your interactions with the App, which may include:

- Device information (e.g., IP address, browser type, operating system, device type, unique device identifiers)
- Log information (e.g., IP address, browser type, and date and time of access)
- Usage patterns within the App (e.g., pages viewed, features used)
- Usage data (time spent in the App, features used).

1.4 Cookies and Tracking Technologies

We use cookies and similar tracking technologies to collect data and enhance your experience. You can control your cookie preferences through your device or browser settings, but disabling cookies may limit the App's functionality.

1.5 Payment Information

If you purchase subscriptions or services, we collect payment details through our secure third-party payment processor. We do not store your payment information.

2. Use of Information

We use the information we collect for various purposes, including:

- To provide and improve the App's features, functionality, and services
- To personalize your experience and create individualized wellness plans and recommendations.
- To respond to your inquiries, provide customer support, and send important updates
- To analyze usage and enhance the App's security and performance
- To send marketing and promotional communications (you may opt out of receiving these communications at any time)
- To process payments and manage subscriptions.
- To ensure compliance with legal obligations.
- Improve the app through analytics and feedback.

3. Sharing Your Information

We will not share your personal information with third parties except in the following circumstances:

3.1 Service Providers

We may share your information with third-party service providers who assist us with our business operations, such as data analytics, customer support, marketing, and payment processors. These providers must keep your information confidential and use it only for the purposes we share it.

3.2 Legal Requirements

We may disclose your information if required by law, court order, or other legal processes or if we believe that such disclosure is necessary to:

- Comply with legal obligations
- Protect and defend our rights, property, or safety and that of our users or the public.

3.3 Business Transfers

If we are involved in a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction. We will notify you of any changes in ownership or use of your personal information.

4. Legal Basis for Processing (GDPR)

We process your data based on the following lawful grounds:

- **Consent:** This is for processing health data and sending marketing communications.
- **Contractual Necessity:** To provide the services you have requested.
- **Legal Obligation:** To comply with Applicable laws and regulations.
- **Legitimate Interests:** To improve and secure our App.

5. Choices and Rights

You have rights regarding your personal information, including:

- **Access and Correction:** You can review and update your personal information in your account settings or by contacting us.
- **Data Portability:** You may request a copy of your personal information in a structured, machine-readable format.
- **Deletion:** You may request that we delete your personal information, subject to certain legal requirements.
- **Opt-Out:** You can opt out of marketing communications by following the unsubscribe instructions in any promotional emails.

5.1 Under GDPR

As a resident of the European Union, you have the right to:

- Access, rectify, or delete your personal data.
- Restrict or object to data processing.
- Data portability (receive a copy of your data in a structured format).
- Withdraw consent at any time without affecting the lawfulness of prior processing.

5.2 Under CCPA

As a California resident, you have the right to:

- Know what personal data we collect, use, and share.
- Request deletion of your personal data.
- Opt out of the sale of your data (we do not sell personal data).
- Designate an authorized agent to exercise your rights.

To exercise your rights, contact us at admin@AppliApp.com.

6. Data Retention

We retain your personal information only as long as necessary to fulfill the purposes for which it was collected, comply with our legal obligations, resolve disputes, and enforce our agreements. When your information is no longer needed or upon your written request, we will securely delete or anonymize it.

7. Data Protection and Security

We take the security of your personal information seriously and implement reasonable and appropriate administrative, technical, organizational, and physical measures to safeguard your data against unauthorized access, loss, or misuse. These measures include encryption, secure servers, and restricted access. However, no method of transmission over the Internet or electronic storage is entirely secure, and we cannot guarantee absolute security.

8. International Data Transfers

If you use the App outside the United States, your data may be transferred to, stored, and processed in the U.S. or other countries. Your information may also be transferred to and stored on servers located outside of your country of residence, including countries with different data protection laws. By using the App, you consent to transferring your information to these locations. We take measures to ensure your data is protected in accordance with this Privacy Policy.

9. Children's Privacy

Our App is not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we learn that we have inadvertently collected personal information from a child, we will delete that information promptly.

10. Updates to this Privacy Policy

We may update this Privacy Policy to reflect changes in our practices or for legal or regulatory purposes. We will notify you of any significant changes by posting the new Privacy Policy on this page or by sending

an in-app notification. The "Last Updated" date will reflect the most recent changes. Your continued use of the App after any changes constitutes your acceptance of the updated policy.

12. Additional Information for Health Data

- Any health-related information collected will only be used to provide the services you request and will not be shared without your explicit consent unless required by law.
- We comply with Applicable health data protection standards, including GDPR's Article 9 for processing sensitive data.

13. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, contact us at:

AppLI AI LLC, doing business as AppLI

Email: admin@AppliApp.com