

Boop Privacy Policy

Boop Technologies LLC | Effective Date: February 28, 2026 | Version 1.0

Questions? Contact us at privacy@justaboop.com

PLEASE READ THIS PRIVACY POLICY CAREFULLY. BY USING BOOP, YOU AGREE TO THE COLLECTION AND USE OF INFORMATION AS DESCRIBED IN THIS POLICY.

This Privacy Policy ("Policy") describes how Boop Technologies LLC ("Boop," "we," "us," or "our") collects, uses, and shares your information in connection with the Boop mobile application (the "App") and related services, including our website at justaboop.com (collectively, the "Service"). Boop Technologies LLC is the data controller responsible for your personal data under this Policy.

1. Information We Collect

Information You Provide

When you create an account, we collect your email address, display name or username, and password (stored as a hash, not in plain text). You also set a daily step goal, which we store to power the Service.

If you contact us for support, we collect your name, email, and the contents of your message.

Information from Third-Party Sign-In

If you sign in using Apple Sign-In or another third-party authentication provider, we receive basic account information such as your name and email address, as permitted by your settings with that provider. We do not receive your password from any third-party sign-in provider.

Information from Your Use of the Service

Boop reads step count data from Apple HealthKit and your device's motion sensors to calculate your progress toward your daily step goal on-device. We store your daily step goal and progress data (such as your completion percentage and milestones reached) on our servers. We may derive additional display values from this data, such as estimated steps completed. We do not transmit or store raw step counts from Apple HealthKit on our servers.

Information Collected Automatically

When you use the Service, we automatically collect:

- **Device information:** device type, operating system version, app version
- **Usage data:** feature interactions, session information
- **Technical data:** crash reports, device state at time of error
- **Network data:** IP addresses for security purposes
- **Push notification tokens:** device identifiers for delivering notifications

We use third-party tools for analytics and crash monitoring. The specific providers we use are identified in our App Store listing and may change over time.

2. How We Use Your Information

We use the information we collect to:

- Provide and operate the Service, including calculating your progress and powering social features
- Improve and develop the Service through usage analysis
- Protect the security and integrity of the Service
- Respond to your support requests
- Send service-related communications (such as friend requests and account alerts)
- Comply with legal obligations

We do not currently use artificial intelligence or machine learning to process your personal data. If this changes in the future, we will update this Policy and provide notice.

We do not use HealthKit data or health-related information for advertising or marketing purposes. We do not display advertising in the App.

3. How We Share Your Information

Friends (Opt-In Only)

If you use the Friends Feature, connected friends can see your display name and daily progress information. Both users must accept a connection before any data is shared. You can disable sharing at any time in Privacy Settings.

Service Providers

We share information with third-party service providers that help us operate the Service, including cloud hosting, analytics, and crash monitoring. These providers process data on our behalf under contractual obligations and only have access to the information necessary to perform their functions.

Legal Requirements

We may disclose your information if we determine that such disclosure is reasonably necessary to comply with applicable law, regulation, legal process, or governmental request, or to protect the rights, property, or safety of Boop, our users, or others.

Business Transfers

If Boop is involved in a merger, acquisition, reorganization, bankruptcy, or sale of assets, your information may be transferred as part of that transaction. We will provide notice before your information becomes subject to a different privacy policy.

Aggregated and De-Identified Data

We may create aggregated or de-identified data from the information we collect. This data cannot reasonably be used to identify you and may be used for any lawful purpose, including analytics, research, and Service improvement.

No Sale of Personal Information

We do not sell your personal information, as defined under the California Consumer Privacy Act or any other applicable state law. We do not share personal information for targeted advertising purposes or display advertising within the App.

4. Apple HealthKit

Boop's use of Apple HealthKit data complies with Apple's HealthKit requirements. HealthKit data is processed on your device and is not transmitted to our servers in raw form. We will not use HealthKit data for advertising, marketing, or any purpose other than providing the Service. We will not sell or share HealthKit data with any third party. These restrictions apply regardless of any other provision in this Policy.

5. Data Retention

We retain your information for as long as your account is active or as needed to provide the Service. When you delete your account, we will delete your personal data within 30 days, except where we are required to retain certain information to comply with legal obligations, resolve disputes, or enforce our agreements.

Usage analytics and technical logs are retained for operational purposes and deleted or anonymized when no longer needed.

6. Data Processing and Transfers

The Service is hosted and operated in the United States. By using the Service, you acknowledge that your information will be processed and stored in the United States. If you are located outside the United States, please be aware that data protection laws in the United States may differ from those in your jurisdiction.

7. Security

We implement administrative, technical, and physical safeguards designed to protect your information, including encryption in transit and at rest. Our most significant security measure is architectural: raw health data from Apple Health is processed on your device and never transmitted to our servers.

No system is completely secure. In the event of a data breach affecting your personal information, we will notify you in accordance with applicable law. If you believe your account has been compromised, contact us at privacy@justaboop.com.

8. Your Rights and Choices

- **Account info:** Update your name, email, and goal at any time in Settings.
- **Apple Health:** Revoke HealthKit access at any time in iOS Settings.
- **Social sharing:** Disable sharing with friends at any time in Privacy Settings.
- **Push notifications:** Manage in iOS Settings.
- **Analytics:** Opt out of analytics data collection in Privacy Settings.

- **Data export:** Request an export of your personal data by emailing privacy@justaboop.com.
- **Account deletion:** Delete your account at any time via Settings or by emailing privacy@justaboop.com. All personal data will be removed within 30 days.

Privacy Rights

Depending on where you live, you may have additional rights under applicable privacy laws, including the right to access, correct, delete, or export your personal data, or to opt out of certain processing. We honor these rights for all users regardless of location. To exercise your rights, contact us at privacy@justaboop.com. We will respond within 30 days.

Washington State

Step and health-related data may be considered consumer health data under Washington's My Health My Data Act. We do not sell consumer health data or use it for purposes beyond providing the Service. To exercise your rights under Washington law, contact privacy@justaboop.com.

9. Cookies, Tracking, and Do Not Track

The App does not use cookies or web-based tracking technologies. Our website (justaboop.com) may use cookies and similar technologies for analytics and basic site functionality. You can control cookie preferences through your browser settings.

The App does not respond to "Do Not Track" browser signals, as there is no industry-standard method for mobile apps to process these signals.

10. Children's Privacy

Boop is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we learn that we have collected information from a child under 13, we will delete the account and associated data promptly.

11. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we will provide prominent notice (such as an in-app notification or email). Your continued use of the Service after changes become effective constitutes your acceptance of the revised Policy. If you do not agree with any changes, you should stop using the Service.

12. Contact Us

If you have questions about this Policy or our privacy practices, contact us at:

- **Email:** privacy@justaboop.com
 - **Mailing address:** 1207 N Landing Way #1061, Renton, WA 98057
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