

# Privacy Policy

**Last updated:** February 2025

Welcome to Inner (the "App"). This Privacy Policy explains what information we collect about you, how we use it, when we share it, and the controls we provide you to manage your information.

The data controller for our App is VOODOO. You can contact our Data Protection Officer at [dpo@voodoo.io](mailto:dpo@voodoo.io).

## 1. What data we collect & Why

We have summarized the data we collect, why we use it, and the legal basis for doing so in the table below.

Why do we process your data?	What data is used?	Legal ground
To create your account & allow you to use the App (e.g., logging you in, displaying your profile)	- Account Data: UserID, nickname, date of birth  - Technical Data: IP address, device ID, etc.	Performance of contract
To track your cycle, symptoms, and sexual activity	- Health Data: menstrual cycle dates, reported symptoms, and sexual activity  This data is stored locally on your device and/or synced with Apple Health (if you grant permission)	Explicit consent
To provide community features (e.g., posts and comments)	- Pseudonymized Profile Data: System-generated nickname  - User Content: text, comments, and photos shared with the community	Performance of contract
To analyze your meals & ingredients	- User Content: photos of your food  - Food History: logs of ingredients and meals (stored on server to prevent data loss)	Performance of contract
To provide insights & alerts (e.g., correlations)	- Usage Data: interactions between your food logs and	Performance of contract

between diet and cycle)	<p>symptom logs</p> <p>Note: all correlation logic and learning is performed locally on your device.</p>	
To improve our App, analyze usage trends & monitor business performance (e.g., measuring audience size, tracking conversion rates, retention, and other business KPIs)	<ul style="list-style-type: none"> <li>- Usage Data: App interactions (taps, swipes, scrolls), screens viewed, session duration, features used, and app lifecycle events (e.g., app launches, backgrounding)</li> <li>- Device &amp; Technical Data: device model, OS version, connectivity type (Wi-Fi/5G), and crash reports</li> </ul>	Consent
To measure marketing performance (e.g., confirming to ad networks like Facebook or TikTok that you installed the App after seeing an ad)	Technical & Advertising Data: Advertising IDs (IDFA/GAID), IP address, installation events	Consent
To send you updates & push notifications at appropriate times based on your timezone	<ul style="list-style-type: none"> <li>- Contact Data: push tokens</li> <li>- Technical Data: timezone or approximate location</li> </ul>	Consent (for the notification permission)
To help you & fix issues (e.g., customer support, bug tracking)	<ul style="list-style-type: none"> <li>- Communications: history of your messages with us</li> <li>- Usage Data</li> </ul>	Legitimate interest
To ensure community safety & moderation (e.g., blocking/reporting, filtering harmful content)	<ul style="list-style-type: none"> <li>- User Content: Posts and comments</li> <li>- Moderation Data: Automated safety scores, report logs</li> </ul>	Legitimate interest and legal obligation
To process In-App Purchases (IAP) & manage subscriptions (e.g., validating your payment with the Store to unlock premium access/features)	Purchase Data: product ID (identifying the specific plan or item purchased), purchase token, subscription status, and expiration date (financial data is handled by a third party payment service provider)	Performance of contract

Please note that the legal grounds listed above apply specifically to users in the EEA and UK; in other regions, we might process your data on a different legal basis under applicable local laws.

## 2. When we share information about you

We share your information with:

- **The Voodoo Group** for the purposes described in this policy.
- **Service providers** who help us provide the App (e.g., hosting, analytics, etc.).
- **Legal authorities** if required by law or to protect safety.
- **Business transfers** in connection with a merger, sale, or acquisition.

**AI Service Providers for Food Analysis:** To analyze the food content in your photos, we transmit your images to third-party AI providers, specifically fal.ai. It is your responsibility to ensure that the photos you upload do not contain any personal data or personally identifiable information (e.g., faces of individuals, private documents), as this feature is strictly intended for food items. For more details on how your data is handled, please refer to fal.ai's [Privacy Policy](#).

**Community Safety & AI Moderation:** To maintain a safe environment, we use Large Language Models (LLMs) and automated tools to analyze the safety of images and text before they are published. For more details on how your data is handled, please refer to Anthropic's [Privacy Policy](#).

**Apple Health Integration:** If you choose to connect the App to Apple Health, your cycle, symptom data, and sexual activity will be written to and read from the Apple Health database on your device. We are not responsible for how Apple protects data once it is in their ecosystem; please refer to Apple's [Privacy Policy](#).

### 3. How long we keep information about you

We retain your information only for as long as your account is active and as needed to provide our services to you.

We will delete your personal data upon your request, unless we are required to retain certain information to comply with our legal obligations or for security purposes.

### 4. How we protect your data

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, or destruction.

We prioritize a "Local First" architecture for health data, ensuring that intimate details about your cycle never reach our servers.

### 5. International transfers

Some of our partners are located outside the European Union/EEA. In such cases, we ensure the transfer is secured by recognized protection mechanisms, such as the European Commission's Standard Contractual Clauses (SCCs).

### 6. Your rights

Regardless of where you live (Europe, USA, etc.), we grant you the following rights:

- **Access & portability:** get a copy of your data.
- **Rectification:** correct inaccurate data.
- **Erasure:** request deletion of your account and data.

You can exercise these rights by using the deletion option in the App settings, managing your preferences via the Consent Management Platform (CMP), or by contacting our Data Protection Officer at [dpo@voodoo.io](mailto:dpo@voodoo.io).

**Note on Apple Health:** If you choose to grant access to Apple Health, your cycle and symptom data is managed by Apple and you. **It is not automatically deleted when you request the deletion of your account.** You are responsible for deleting this data manually via the Apple Health app.

## 7. Children

The App is not intended for children. You must be at least 16 years old if you are located in the EU or UK, and at least 13 years old if you are located in the United States or elsewhere. Access to community features is strictly limited to users who are at least 18 years old. We use your provided date of birth to restrict access to these features.

We do not knowingly collect personal data from individuals under these age limits. If we become aware that we have collected such data, we will delete it immediately. If you believe we might have any information from or about a child, please contact us at [dpo@voodoo.io](mailto:dpo@voodoo.io).

## 8. Contact

For any privacy questions or to exercise your rights, contact our Data Protection Officer at [dpo@voodoo.io](mailto:dpo@voodoo.io).