

Thank you for using TilleyApp! This privacy policy explains how we collect, use, and protect information related to your use of our mobile application (available on iOS and Android platforms) and our web interface. Our commitment is to provide you with a seamless and improved experience while respecting your privacy.

## 1. Information We Collect

We collect certain analytics data to better understand how users interact with TilleyApp. This helps us in our internal development efforts to improve the app's functionality and user experience. The types of information we collect include:

- **Usage Data:** Information about how you use TilleyApp, such as the features you access, the time and duration of your sessions, and the flow of your interactions within the app.
- **Device Information:** Details about the device you use to access TilleyApp, including the device model, operating system, and unique device identifiers. This helps us optimize the app for different devices.
- **Crash Reports and Diagnostics:** If TilleyApp encounters an error or crashes, we collect information about the incident to help us diagnose and fix the problem. This may include technical logs and device state at the time of the crash.
- **Aggregated and Anonymized Data:** We may collect, aggregate, and anonymize data derived from user activity. This data does not identify individual users and is used for statistical analysis and internal development purposes.

## 2. How We Use Your Information

The information we collect is strictly used for the following internal purposes:

- **Improving App Functionality:** By analyzing how users interact with TilleyApp, we can identify areas for improvement, optimize existing features, and develop new ones to enhance your experience.
- **Troubleshooting and Bug Fixes:** Device information and crash reports help us identify and resolve technical issues, ensuring the stability and reliability of TilleyApp.
- **Understanding User Behavior:** Analyzing usage patterns allows us to gain insights into how our users engage with different aspects of TilleyApp, which informs our development roadmap and design decisions.
- **Performance Monitoring:** We use analytics data to monitor the performance of TilleyApp, identify bottlenecks, and ensure it runs smoothly on various devices and operating systems.

## 3. Data Sharing and Disclosure

**We want to be clear: we do not share your data with any third parties for any purpose.** This includes advertising, marketing, or any other external use. The information we collect remains within our internal systems and is solely used to improve TilleyApp.

## 4. Data Retention

We will retain the collected analytics data for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Aggregated and anonymized data may be retained for longer periods for statistical analysis and internal development.

## **5. Your Rights**

As we primarily collect analytics data for internal development and do not link it to individual identities for external purposes, some traditional data privacy rights may be less directly applicable. However, we are committed to transparency. If you have any specific questions or concerns about the data we collect and how it is used, please contact us using the information provided below.

## **6. Security**

We take reasonable measures to protect the information we collect from unauthorized access, use, or disclosure. These measures include technical and organizational safeguards appropriate to the sensitivity of the data.

## **7. Children's Privacy**

TilleyApp is not directed towards children under the age of 13, and we do not knowingly collect personal information from children. If you believe that a child has provided us with personal information, please contact us immediately, and we will take steps to delete such information.

## **8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new Privacy Policy within TilleyApp or through other reasonable means. Your continued use of TilleyApp after the effective date of the revised Privacy Policy constitutes your acceptance of the changes.

## **9. Contact Us**

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

[Your Email Address] [Your Website/Contact Form Link (Optional)]

We are here to help and will address your inquiries as promptly as possible.