

Privacy Policy

Effective date: August 25, 2026

This Privacy Policy applies to the following mobile applications:

- **Journey to Baby**
- **Think Twice**
- **MyPRIMS**

These applications are designed with privacy in mind. We do not collect, store, sell, share, or use personal information on our own servers.

1. Information we collect

We do **not collect personal data from users**.

In particular, our applications do not collect:

- names
- email addresses
- phone numbers
- physical addresses
- account credentials
- advertising identifiers
- device identifiers for tracking purposes
- location data
- contact lists
- browsing history
- usage profiles
- analytics data
- advertising data

No user registration or user account is required to use the applications.

We do not create user profiles and we do not track users across apps, websites, or services.

2. Local data storage

Information created or entered by users within the applications is stored locally on the user's device.

This information is used solely to provide the functionality requested by the user.

The developer does not receive, access, process, or store this locally stored information on external developer-operated servers.

3. Optional iCloud backup and synchronization

The applications may allow users to store, back up, restore, or synchronize application data using Apple's iCloud services.

Use of iCloud is optional and depends on the user's device and iCloud settings.

When iCloud functionality is enabled, relevant application data may be transmitted to and stored by Apple as part of the user's iCloud account.

We do not operate independent cloud servers for this purpose and do not use iCloud data for advertising, analytics, profiling, marketing, or any other unrelated purpose.

The processing of information by iCloud is also subject to Apple's applicable privacy policies and terms.

Users can manage iCloud access and stored application data through their Apple ID and iCloud settings.

4. Journey to Baby – camera and photo library

Journey to Baby may request access to the device's **camera** and/or **photo library** when the user chooses to add photographs or visual memories within the application.

Access is requested only when necessary to provide this functionality.

Photos and images selected or captured by the user are used only for the purpose initiated by the user inside Journey to Baby.

We do not:

- upload these photos to developer-operated servers
- analyze photos for advertising or marketing purposes
- use photos to identify users
- sell or share photos with advertisers
- use photos to create user profiles

Depending on the user's settings, photos or application data containing photos may also be included in optional iCloud storage or backup.

Users may revoke camera or photo library access at any time through the privacy settings of their device.

5. Think Twice

Think Twice stores information required for its functionality locally on the user's device.

Think Twice does not require registration or creation of a user account.

Information entered into or generated within the application is not transmitted to our servers.

If the user enables applicable iCloud functionality, application data may be stored using the user's iCloud account as described above.

6. MyPRIMS

MyPRISM stores information required for its functionality locally on the user's device.

MyPRISM does not require registration or creation of a user account.

Information entered into or generated within the application is not transmitted to our servers.

If the user enables applicable iCloud functionality, application data may be stored using the user's iCloud account as described above.

7. Advertising

The applications do **not contain third-party advertising**.

We do not use advertising networks and we do not use personal information for advertising purposes.

8. Analytics and tracking

The applications do **not use third-party analytics or tracking services**.

We do not track users across applications or websites.

We do not use Apple's App Tracking Transparency permission because the applications do not perform tracking as defined for advertising or cross-service profiling purposes.

9. Third-party SDKs and services

The applications do not integrate third-party advertising, analytics, tracking, profiling, or marketing SDKs.

Apple system services may be used where necessary to provide standard platform functionality, including optional iCloud storage, camera access, and photo selection.

We do not provide personal information collected through the applications to independent third parties.

10. Data retention

Because application data is primarily stored locally on the user's device, users control how long that information is retained.

Users may remove locally stored information by:

- deleting individual information within the application where such functionality is available
- resetting application data where such functionality is available
- deleting the application from their device

Information stored through iCloud may remain associated with the user's iCloud account until removed in accordance with Apple's iCloud functionality and the user's iCloud settings.

Because we do not collect or store user data on developer-operated servers, there is generally no personal user data held by us that requires a separate deletion request.

11. User choices and permissions

Users remain in control of device permissions granted to the applications.

Permissions such as camera or photo library access can be modified or revoked through the device's Settings application.

Optional iCloud functionality can also be managed through the user's Apple ID and iCloud settings.

Revoking a permission may prevent the corresponding application feature from functioning but does not otherwise prevent use of unrelated application functionality.

12. Children's privacy

The applications do not knowingly collect personal information from children or adults.

Because we do not operate user accounts, analytics systems, advertising systems, or developer-operated data collection services, we do not maintain databases containing personal information about children.

13. Sale or sharing of personal information

We do not sell personal information.

We do not rent personal information.

We do not share personal information for advertising purposes.

We do not use personal information for cross-context behavioral advertising or user profiling.

14. Security

Our applications are designed to minimize privacy risks by keeping user information on the user's device whenever possible.

Where Apple services such as iCloud are used, information is handled using Apple's platform technologies and security mechanisms.

No method of electronic storage is completely risk-free, but minimizing external data collection substantially reduces the amount of information exposed to external systems.

15. International users

The applications are available to users in multiple countries and regions.

Since we do not operate developer-controlled systems that collect or store personal user information, personal information generated inside the applications generally remains under the user's control on their device or, if enabled by the user, within Apple's iCloud infrastructure.

16. Changes to this Privacy Policy

We may update this Privacy Policy when application functionality changes or when required by applicable laws, regulations, or platform requirements.

The current version will always be published at the Privacy Policy URL associated with the applications.

The effective date at the top of this document indicates when the policy was last updated.

17. Contact

If you have questions regarding this Privacy Policy or the privacy practices of Journey to Baby, Think Twice, or MyPRISM, please contact:

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