

Perch Privacy Policy

Effective date: July 2, 2026

1. Introduction

This Privacy Policy explains how Fume Technologies Inc. ("Fume Technologies Inc.", "we", "us", or "our") collects, uses, and shares information when you use Perch (the "App"), including its companion Mac application. By using the App, you agree to the collection and use of information as described here.

2. Information We Collect

Account information. When you sign in, we receive an anonymized Apple identifier via Sign in with Apple, or your email address if you use email sign-in.

Motion and posture data. With your permission, the App reads motion data from your iPhone's motion sensors and, when paired, your AirPods' motion sensors to estimate head and neck position over time. This data is processed to generate posture scores, calibration baselines, and historical summaries.

Device and usage data. We collect information about how you use the App (e.g. features used, session length, crash and performance diagnostics) and device information (device model, OS version, app version).

Notifications. If you grant permission, we send push notifications related to posture reminders and app updates.

Subscription and purchase data. Purchase and subscription status is provided to us by Apple and our subscription-management provider, RevenueCat. We do not receive or store your full payment card details.

Mac pairing data. If you pair a companion Mac app to your account, we process a pairing code and associated account identifier to link the two apps.

Support communications. If you contact us for support, we retain the content of that communication and your contact details.

3. How We Use Information

We use the information above to:

- Provide, operate, and maintain core App functionality, including posture detection, calibration, and historical tracking;
- Authenticate your account and secure access to your data;
- Process and manage subscriptions and entitlements;
- Send service-related and, where permitted, promotional notifications;
- Diagnose technical issues, monitor performance, and improve the App;

- Communicate with you about support requests;
- Comply with legal obligations and enforce our Terms of Service.

4. Health and Wellness Data Disclaimer

Motion-derived posture data is wellness information, not medical or diagnostic data, and the App is not a medical device. We do not sell this data. We apply reasonable administrative, technical, and organizational safeguards to protect it, consistent with its sensitivity, but we encourage you to review your device's health- and motion-data permission settings and to grant only the access you are comfortable with.

5. How We Share Information

We do not sell your personal information. We share information only as follows:

- **Apple** — for Sign in with Apple authentication, App Store purchase processing, and push notifications;
- **RevenueCat** — to manage and validate subscription entitlements;
- **Our backend infrastructure provider (Cloudflare)** — which hosts the servers and database that store your account and posture data;
- **Analytics providers** (e.g. a mobile analytics platform such as Mixpanel or Amplitude) — to understand aggregate usage patterns and improve reliability; [name of provider to be finalized]
- **Legal and safety** — where required to comply with law, legal process, or to protect the rights, property, or safety of our users or the public;
- **Business transfers** — in connection with a merger, acquisition, or sale of assets, subject to standard confidentiality protections.

6. Data Storage and Security

Your account and posture data are stored on our backend infrastructure. We use industry-standard measures such as encryption in transit and access controls to protect your information. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

7. Data Retention

We retain your account and posture data for as long as your account is active, or as needed to provide the App's features (such as historical trend summaries). If you delete your account, we will delete or anonymize your personal data within a reasonable period, except where retention is required for legal, security, or fraud-prevention purposes.

8. Your Rights and Choices

Depending on your location, you may have rights to access, correct, export, or delete your personal information, and to object to or restrict certain processing. You can:

- Request account deletion or a copy of your data by contacting support@latted.com;

- Disable motion, notification, or other permissions at any time in your device Settings;
- Manage or cancel your subscription through your Apple ID account settings;
- Opt out of non-essential analytics where an in-app control is provided.

Residents of the European Economic Area, the UK, and certain U.S. states (such as California) may have additional rights under applicable law (e.g. GDPR, UK GDPR, CCPA); contact us at support@latted.com to exercise these rights.

9. Children's Privacy

The App is not directed to children under 13 (or the equivalent minimum age in your jurisdiction), and we do not knowingly collect personal information from children. If you believe a child has provided us with personal information, contact us at support@latted.com so we can delete it.

10. International Data Transfers

Your information may be transferred to, stored, and processed in countries other than your own, including the United States, where our service providers operate. We take steps to ensure appropriate safeguards are in place for such transfers as required by applicable law.

11. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you through the App or by other reasonable means. The "Effective date" above indicates when this policy was last revised.

12. Contact Us

If you have questions about this Privacy Policy or our data practices, contact us at support@latted.com.

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