



Privacy Policy

1. Introduction

Your privacy is essential to us. This Privacy Policy explains how we collect, use, store and protect your personal information in the context of your use of our mobile application. It complies with Regulation (EU) 2016/679 – the General Data Protection Regulation (GDPR) in force within the European Union, as well as with the recommendations of the CNIL (French Data Protection Authority).

2. Data Controller

The data controller for the personal data processed is the publisher of the Mafy application.

Contact: contact@mafy.app

3. Data Collected

As part of the use of the Mafy application, the following categories of data may be collected:

3.1 Identification Data

- a unique user identifier generated automatically;
- an email address, where applicable, transmitted during authentication via a third-party service (Google or Apple).

At no time does the application have access to passwords associated with these third-party services.

3.2 Data Related to Use of the Application

- data provided by the user relating to their dog, including weight, diet, care, vaccination tracking and cleanliness tracking;
- profile information freely provided by the user, such as a first name or nickname, used solely for personalisation and shared use of the application.

3.3 Memory-Related Data

- data relating to memories created within the application, consisting of a photograph and descriptive text freely added by the user.

The application is not intended to collect sensitive personal data within the meaning of the GDPR.



4. Purposes of Processing

Personal data collected are processed exclusively for the following purposes:

- creation and management of the user account;
- provision and proper functioning of the services offered by the application;
- monitoring of the dog's health, wellbeing and habits;
- sending notifications related to reminders and deadlines (vaccinations, care, etc.);
- improvement of the user experience and operation of the application.

Personal data are not used for commercial or advertising purposes without the user's prior and explicit consent.

5. Legal Basis for Processing

Personal data processing is based on:

- performance of the contract between the user and the application publisher (Article 6(1)(b) GDPR);
- the user's consent where required, in particular for marketing communications (Article 6(1)(a) GDPR).

6. Data Retention Period

Personal data are retained only for the period strictly necessary for use of the application and provision of the associated services.

In the event of deletion of the user account, personal data are deleted.

7. User Rights

In accordance with applicable regulations, each user has the following rights:

- right of access to their personal data;
- right to rectification;
- right to erasure;
- right to restriction of processing;
- right to object, where applicable;
- right to data portability.

These rights may be exercised at any time by contacting the publisher at the following address:

contact@mafy.app

A response will be provided within the legally required time limits.



8. Data Security

Appropriate technical and organisational measures are implemented to ensure the security and confidentiality of personal data processed via the Mafy application.

9. Changes to the Privacy Policy

This Privacy Policy may be amended at any time in order to reflect legal, regulatory or functional developments of the application.

Any material changes will be communicated to users via the application.