

Privacy Policy

Last Updated: October 6, 2025

Effective Date: October 6, 2025

Introduction

Interbeat Industries ("we," "our," or "us") operates the sHootR mobile application. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our App.

By using the App, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

1.1 Personal Information

We collect the following personal information when you use our App:

Account Information:

- Name (from Google Sign-In)
- Email address (from Google Sign-In)
- Google Profile Picture
- Unique user ID

Payment Information:

- Payment transaction data is processed by Stripe (our payment processor)
- We do NOT store credit card numbers or payment details
- We store transaction IDs and purchase history

Health & Fitness Data:

- Heart rate measurements (via phone camera PPG technology)

- Breathing rate data
- Game performance statistics
- IMPORTANT: This data is for entertainment purposes only and should not be used for medical decisions

Game Data:

- Game scores and statistics
- In-game purchases and virtual currency balance
- Unlocked skins and items
- Game progress and achievements

Device Information:

- Device model and operating system
- App version
- Device identifiers
- Language preference

1.2 Automatically Collected Information

Usage Data:

- App interaction data
- Game session duration
- Features used
- Crash logs and performance data

Camera Access:

- We access your camera to measure heart rate using photoplethysmography (PPG)
- Camera data is processed locally on your device
- We do NOT record, store, or transmit video/photos

2. How We Use Your Information

We use your information for the following purposes:

2.1 Essential Functions

- Provide and maintain the App
- Process in-app purchases
- Authenticate your account
- Store your game progress and achievements
- Provide customer support

2.2 Health Features

- Calculate and display heart rate measurements
- Track breathing exercises
- Disclaimer: Health data is for informational and entertainment purposes only, not for medical diagnosis or treatment

2.3 Improvement & Analytics

- Analyze app usage to improve features
- Fix bugs and technical issues
- Understand user preferences
- Develop new features

2.4 Communication

- Send transaction confirmations
- Respond to support requests
- Notify you of app updates (if you opt in)

3. How We Share Your Information

We do NOT sell your personal information. We only share information in the following circumstances:

3.1 Service Providers

Firebase (Google):

- Authentication
- Database hosting (Firestore)
- Cloud computing (Cloud Functions)
- Analytics
- Privacy Policy: <https://firebase.google.com/support/privacy>

Stripe:

- Payment processing
- Transaction management
- Privacy Policy: <https://stripe.com/privacy>

3.2 Legal Requirements

We may disclose your information if required by law or in response to:

- Court orders or subpoenas
- Legal processes
- Protection of our rights, property, or safety
- Prevention of fraud or illegal activity

3.3 Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

4. Data Storage and Security

4.1 Where We Store Data

- United States: Primary data storage via Firebase (Google Cloud)
- Encrypted: All data transmitted via HTTPS/TLS encryption
- Secure: Industry-standard security measures

4.2 How We Protect Data

- Encrypted data transmission
- Secure authentication via Google Sign-In
- Regular security audits
- Limited employee access to user data
- Firestore security rules to prevent unauthorized access

4.3 Data Retention

- Active Accounts: Retained as long as your account is active
- Inactive Accounts: Deleted after 12 MONTHS of inactivity
- Health Data: Deleted when you delete your account
- Transaction Records: Retained for 7 YEARS for legal/tax compliance

5. Your Privacy Rights

5.1 Access and Control

You have the right to:

- Access your data: View what personal information we have about you
- Correct your data: Update inaccurate information
- Delete your data: Request deletion of your account and data
- Export your data: Receive a copy of your data

- Opt-out of certain data collection

5.2 How to Exercise Your Rights

To exercise these rights, contact us at: [YOUR SUPPORT EMAIL]

We will respond within 30 days of your request.

5.3 Account Deletion

To delete your account:

1. Go to Settings → Account → Delete Account
2. Or email us at admin@interbeatindustries.com

Upon deletion:

- Your personal information will be deleted within 30 days
- Transaction records may be retained for legal compliance
- Anonymized data may be retained for analytics

6. Children's Privacy

6.1 Age Requirements

Our App is NOT intended for children under 13 years of age (or under 16 in the EU).

We do NOT knowingly collect personal information from children under 13/16.

6.2 If We Learn We Have Collected Children's Data

If we discover we have collected data from a child under 13/16:

- We will delete the information immediately
- We will terminate the account
- We will notify the parent/guardian if possible

6.3 Parental Notice

If you believe your child has provided us with personal information, please contact us at admin@interbeatindustries.com immediately.

7. International Data Transfers

If you are located outside the United States:

- Your information will be transferred to and processed in the United States
- The United States may have different data protection laws than your country
- By using the App, you consent to this transfer

For EU Users:

- We comply with GDPR requirements
- You have additional rights under GDPR (see Section 5)

8. California Privacy Rights (CCPA)

If you are a California resident, you have the following rights:

8.1 Right to Know

- What personal information we collect
- How we use and share it
- Where we get your information

8.2 Right to Delete

- Request deletion of your personal information
- Subject to certain exceptions (legal requirements, fraud prevention)

8.3 Right to Opt-Out

- We do NOT sell your personal information

- You can opt-out of certain data sharing with service providers

8.4 Non-Discrimination

- We will not discriminate against you for exercising your privacy rights

To exercise these rights, contact: admin@interbeatindustries.com

9. Cookies and Tracking Technologies

We do NOT use cookies in our mobile app.

We use:

- Firebase Analytics: Track app usage and performance
- Device identifiers: For authentication and fraud prevention

You can disable analytics tracking in device settings:

- iOS: Settings → Privacy → Analytics
- Android: Settings → Google → Ads → Opt out of Ads Personalization

10. Third-Party Links

Our App may contain links to third-party websites or services. We are NOT responsible for the privacy practices of these third parties.

We encourage you to review the privacy policies of any third-party services you visit.

11. Health Data Disclaimer

IMPORTANT NOTICE:

The health and fitness data provided by this App (including heart rate measurements) is:

- NOT medical-grade
- NOT FDA-approved

- FOR ENTERTAINMENT AND INFORMATIONAL PURPOSES ONLY

Do NOT use this App:

- To diagnose medical conditions
- As a substitute for professional medical advice
- In emergency situations

If you have health concerns, consult a licensed healthcare provider.

We are NOT responsible for any health decisions made based on App data.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes are effective immediately upon posting.

We will notify you of significant changes by:

- Posting a notice in the App
- Updating the "Last Updated" date
- Sending an email (if you've opted in)

Your continued use of the App after changes constitutes acceptance of the updated Privacy Policy.

13. Contact Us

If you have questions about this Privacy Policy or our data practices, contact us:

Email: admin@interbeatindustries.com

Company: Interbeat Industries Address: 105 Taylor Circle, Taylor MS 38673

Response Time: We typically respond within 2-5 business days.

14. Data Protection Officer (For EU Users)

If you are in the EU and have concerns about our data practices:

DPO Email: admin@interbeatindustries.com

You also have the right to lodge a complaint with your local data protection authority.

15. Your Consent

By using our App, you consent to:

- This Privacy Policy
- Collection and use of your information as described
- Transfer of your data to the United States
- Processing by third-party service providers (Firebase, Stripe)

If you do not agree, please do not use the App.

END OF PRIVACY POLICY

This Privacy Policy was last updated on October 6, 2025 and is effective as of October 6, 2025.

For the most current version, visit: interbeatindustries.com/privacy-policy