

Privacy Policy

Effective date: 11.09.2026 (this version replaces the policy dated 14.03.2022).

This Privacy Policy explains how Salix Dijital Pazarlama Anonim Şirketi doing business as Salix ("Salix", "we", "our" or "us"), collects, uses, shares and protects personal information when you visit our website at www.getcherry.app or use our mobile applications (together, the "Services"). Our registered office is at Çifte Havuzlar Mah. Eski Londra Asfaltı Cad. Yıldız Teknik Üniversitesi TeknoPark D2 Block No:151 / 1F /1B08 İstanbul, Türkiye. This Privacy Policy is written for users located in the United States. Please read it carefully; by using the Services you acknowledge that you have read and understood it.

Personal Information We Collect

"Personal information" means information that identifies, relates to, describes or could reasonably be linked, directly or indirectly, with you or your household. We collect the following categories of personal information:

- **Account and registration information.** When you create an account or subscribe to a service, we collect your first and last name, country of residence, gender, date of birth, email address, phone number, username and password, and your marketing preferences.
- **Linked account information.** If you sign in or link your account through a third-party service such as Apple, Google or Facebook, we receive the profile information that service makes available to us, such as your name, email address and profile picture.
- **Purchase and transaction information.** When you purchase a subscription or an in-app product, we receive transaction records from the Apple App Store or Google Play, including the product purchased, the price and the date. Payment card details are collected and processed by Apple or Google, not by us.
- **Social media information.** If you interact with us on social media platforms such as Facebook, X, Instagram or YouTube, we collect the name, username and other profile information you make available.
- **Location information.** When you use the Services, we may collect approximate location information derived from your IP address and, if you grant permission through your device settings, precise location information from your device.
- **Device, usage and technical information.** This includes your device type and model, operating system, device identifiers (such as the Apple Identifier for Advertisers where you have allowed tracking), IP address, app version, crash reports, the features you use, the time and duration of your sessions, and whether you open the emails or push notifications we send you.
- **User Content.** This means the photographs, images, videos, audio recordings, documents and text (such as prompts or instructions) that you upload to or enter into an application so that it can deliver the feature you request, together with the output the application generates from that content. User Content may itself contain personal information, for example a photograph showing

your face or the face of another person, or a document containing names. Please do not submit content relating to other people unless you have the right to do so, and please avoid submitting sensitive personal information (such as health, biometric, financial or government identification information) unless a feature specifically requires it.

How We Collect Personal Information

We collect personal information in three ways:

- **Directly from you** when you create an account, make a purchase, submit User Content, respond to a survey, contact our support team or otherwise interact with us. We collect User Content only at the moment you upload a file or enter text to use a feature. We do not access the photo library, camera, microphone or files on your device unless you grant the relevant permission through your device's operating system, and we access only the items you choose to submit.
- **Automatically** through cookies, software development kits and similar technologies when you use the Services or open our communications. Further details are set out in our Cookie Policy.
- **From third parties**, including the Apple App Store and Google Play (purchase and account data), sign-in providers you choose to link, and analytics and advertising partners.

How We Use Personal Information

We use personal information for the following purposes:

- To provide, operate and maintain the Services, create and manage your account and process your purchases.
- To deliver the features of the applications that you choose to use, in particular to process the User Content you submit and generate the requested output. Where a feature relies on a third-party artificial intelligence service, your User Content is transmitted to that service as described in the section "Use of Third-Party Artificial Intelligence Services" below, and only after you have given your permission.
- To communicate with you about your account, your transactions and changes to our terms or policies, and to respond to your support requests.
- To send you offers and promotions for our products and services or third-party products and services, where you have opted in to receive them. You may opt out at any time by using the unsubscribe link in our emails or by adjusting your notification settings.
- To send you push notifications, where you have allowed them on your device.
- To personalize the content and experiences we offer you.
- To measure and improve the effectiveness of our advertising, including advertising on third-party sites and applications, subject to the choices described under "Your Privacy Choices" below.

- To analyze, optimize and improve the Services, develop new features and understand how the Services are used. We may de-identify or aggregate personal information for these purposes. We do not use your User Content to train or fine-tune artificial intelligence models, and we do not permit our third-party providers to do so.
- To administer and secure the Services, including troubleshooting, testing, system maintenance, and detecting, investigating and preventing fraud, abuse and violations of our terms.
- To handle refund requests. If you request a refund for an in-app purchase, we may provide Apple with information regarding your in-app purchase consumption, namely: time since installation, total app usage time, an anonymous account identifier, whether the in-app purchase being refunded was fully consumed, whether it came with a trial period, the total amount spent, and the total amount refunded.
- To comply with legal obligations, respond to lawful requests from public authorities, enforce our terms and protect the rights, property and safety of Salix, our users and others.

Use of Third-Party Artificial Intelligence Services

Certain features of our applications (the "AI Features") are delivered with the help of artificial intelligence models operated by third-party providers ("AI Providers"). This section explains what is sent to the AI Providers, who they are, why we send it and what choices you have.

What data is sent

When you use an AI Feature, the following data is transmitted to the relevant AI Provider: (i) your active pet's profile which is included with all AI Features; (ii) the content you submit for processing with the specific feature you use, which may include your conversation history, text prompts, photos, PDFs, and audio messages; and (iii) technical information strictly necessary to process your request, such as a randomly generated request identifier, the language setting of the application and the name of the feature selected. We do not send your name, email address, telephone number, date of birth, payment details, account credentials or device advertising identifier to AI Providers.

Who the data is sent to

We currently use the following AI Providers:

- OpenAI, L.L.C., 1455 3rd Street, San Francisco, CA 94158, United States, for [text, image and/or audio processing features]. Privacy policy: <https://openai.com/policies/privacy-policy>
- Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, United States (Gemini API and Google Firebase), for text, image and/or video processing features and for storage of user-generated content including chat histories, pet profiles and uploaded files. Privacy policy: <https://policies.google.com/privacy>

We will update this list in this Privacy Policy before we begin sending User Content to a new AI Provider. The AI Providers process your User Content on our documented instructions, as our service providers, and are not permitted to use it for their own purposes.

Why we send it

We transmit your User Content to AI Providers for one purpose only: to generate the output you have requested through the AI Feature (for example, an edited image, a transcription, a summary or a generated text). We do not send User Content to AI Providers for advertising, profiling or any other purpose.

Your permission

Before your User Content is transmitted to an AI Provider for the first time, the application displays a notice explaining what will be sent and to whom and asks for your permission. The AI Features are not available until you have given that permission. You may withdraw your permission at any time in the application under [Settings > Privacy > AI Features] or by contacting us at kvkk@madduck.co. Withdrawal takes effect for the future; it does not affect processing that has already taken place, and the AI Features will no longer be available to you after withdrawal. All other features of the applications remain available.

How your data is protected

We only work with AI Providers that provide a level of protection for your personal information that is the same as or equivalent to the protection we provide under this Privacy Policy. In particular, each AI Provider:

- is bound by a written agreement with us that requires it to process your User Content only on our instructions, to keep it confidential, to implement appropriate technical and organizational security measures and to assist us in responding to your requests;
- does not use your User Content to train, retrain or improve its artificial intelligence models;
- transmits and stores your User Content using encryption in transit and at rest.

How long the AI Providers keep your data

The AI Providers retain your User Content only for as long as necessary to generate the requested output and, for a limited period thereafter, to detect abuse and misuse of their services, after which it is deleted. OpenAI: up to 30 days, unless a zero-data-retention arrangement applies; Google: in accordance with the Gemini API terms. On our own systems, User Content and the output generated from it are retained for as long as your account is active and deleted upon account deletion.

Important information about AI-generated output

Output generated by AI Features is produced automatically and may be inaccurate, incomplete or unsuitable for your purpose. Please review any output before relying on it. We do not use AI Features to make decisions about you that produce legal or similarly significant effects.

How We Share Personal Information

We share personal information in the following circumstances:

- **With service providers** that process personal information on our behalf and are contractually prohibited from using it for their own purposes. These include: the Apple App Store and Google Play (distribution, purchases and account data); Google Firebase (Google LLC), which we use as our

primary cloud infrastructure for storing user identifiers, pet profiles, chat histories, AI-generated content, reminders and user-uploaded files including photos, PDFs and audio recordings — files attached to chats are also temporarily stored in Firebase Storage before being transmitted to AI Providers; other cloud hosting and IT providers; customer support providers; analytics providers such as Google Analytics; the AI Providers identified in the section "Use of Third-Party Artificial Intelligence Services" above, to the extent and on the conditions described in that section; and cookie and measurement providers identified in our Cookie Policy.

- **With advertising partners.** We may share device identifiers and usage information with advertising and attribution partners to measure our advertising campaigns and, where you have allowed tracking, to show you relevant advertising on third-party services. This may constitute "sharing" for cross-context behavioral advertising under California law; see "Your Privacy Choices" below for how to opt out. We never share User Content with advertising partners.
- **At your direction,** for example when you choose to share content from the Services to a social media platform.
- **In a business transaction.** If we sell, transfer or merge all or part of our business, personal information may be transferred to the new owner, who may use it in the manner set out in this Privacy Policy.
- **For legal reasons,** when we believe disclosure is required or permitted by law, for example in response to a subpoena, court order or request from a law enforcement, regulatory or tax authority, or to protect the rights, property or safety of Salix, our users or others.

We do not sell personal information for money, and we do not sell or share User Content for any purpose.

The Services may contain links to third-party websites and services that we do not control. Their privacy practices are governed by their own privacy policies, which we encourage you to read.

Your Privacy Choices

- **Marketing emails.** Use the unsubscribe link in any marketing email or contact us at kvkk@madduck.co.
- **Push notifications.** Adjust your notification settings in the application or in your device settings.
- **Location.** Manage location permissions in your device settings.
- **Tracking and advertising.** On iOS, you can decline tracking through the App Tracking Transparency prompt or under Settings > Privacy & Security > Tracking. You can also limit ad personalization in your device settings. We honor Global Privacy Control signals on our website where technically feasible.
- **AI Features.** Withdraw your permission for the transmission of User Content to AI Providers as described above.

- **Account deletion.** You can delete your account in the application under [Settings > Account > Delete Account] or by contacting us at kvkk@madduck.co.

Your Privacy Rights under U.S. State Laws

If you are a resident of California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon or another U.S. state with a comprehensive privacy law, you may have the following rights, subject to applicable conditions and exceptions:

- to know whether we process your personal information and to access the personal information we hold about you, including the categories collected, the sources, the purposes of processing and the categories of third parties with whom it is shared;
- to request correction of inaccurate personal information;
- to request deletion of your personal information;
- to receive a copy of your personal information in a portable format;
- to opt out of the sale of personal information, of sharing for cross-context behavioral advertising, of targeted advertising, and of profiling in furtherance of decisions that produce legal or similarly significant effects;
- to limit the use of sensitive personal information, where applicable;
- not to be discriminated against for exercising any of these rights.

You may exercise these rights by emailing kvkk@madduck.co from the email address associated with your account. We will verify your identity before acting on your request, which may require you to confirm information associated with your account. You may authorize an agent to submit a request on your behalf; we will require proof of the agent's authority and may still ask you to verify your identity directly. We will respond within 45 days, and may extend this period by a further 45 days where reasonably necessary, in which case we will inform you. If we decline a request, you may appeal our decision by replying to our response; we will explain the outcome of your appeal in writing.

California residents: we do not "sell" personal information for money. Depending on your settings, we may "share" device identifiers and usage information for cross-context behavioral advertising, as described above. In the preceding twelve months we have collected the categories of personal information listed under "Personal Information We Collect" and disclosed them to the categories of recipients listed under "How We Share Personal Information". We do not knowingly sell or share the personal information of consumers under 16 years of age.

Children's Privacy

The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child under 13 has provided us with personal information, please contact us at kvkk@madduck.co and we will delete it.

Data Security and Retention

We maintain technical, administrative and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration and destruction, consistent with industry practices. User Content is transmitted to AI Providers over encrypted connections. No method of transmission or storage is completely secure, and we cannot guarantee absolute security.

We retain personal information for as long as necessary to fulfil the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. In determining retention periods we consider the amount, nature and sensitivity of the information, the potential risk of harm from unauthorized use or disclosure, and the purposes for which we process it. Account information is retained for the life of your account and for 6 months after deletion for legal and security purposes. The retention of User Content by us and by the AI Providers is described in the section "Use of Third-Party Artificial Intelligence Services" above.

Where Personal Information Is Processed

Salix is headquartered in Türkiye. Personal information may be processed and stored in Türkiye, in the United States (where our AI Providers and cloud hosting providers are located) and in other countries where we or our service providers operate. Wherever personal information is processed, it is protected in accordance with this Privacy Policy.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology or legal requirements. We will post the updated version with a new effective date and, where the changes are material, notify you through the application or by email. In particular, we will notify you in the application and ask for your permission again before we send your User Content to a new AI Provider or send additional categories of data to an existing AI Provider.

Contact Us

If you have questions or comments about this Privacy Policy or our privacy practices, please contact us at kvkk@madduck.co, through the contact page of our website, or by mail at:

Çifte Havuzlar Mah. Eski Londra Asfaltı Cad. Yıldız Teknik Üniversitesi Tekno Park D2 Block No:151 / 1F /1B08 İstanbul, Türkiye.

Support: <https://madduck-help.freshdesk.com/support/tickets/new>