

# Caullie LLC PRIVACY POLICY

Last Updated: January 18<sup>th</sup>, 2025

## 1. INTRODUCTION

This Privacy Policy explains how we collect, use, and protect your personal information when you use our web application. We are committed to protecting your privacy and handling your data transparently.

## 2. INFORMATION WE COLLECT

### a) Personal Information

- Email address
- Account information

b) Nutritional Data We calculate and store the following nutritional data based on your app usage:

- Energy (kcal)
- Protein (g)
- Carbohydrate (g)
- Fiber, total dietary (g)
- Total Fat (g)
- Calcium (mg)
- Folate, total (mcg)
- Vitamin A, RAE (mcg\_RAE)
- Vitamin B-12 (mcg)
- Vitamin B-6 (mg)
- Vitamin C (mg)
- Vitamin D (D2 + D3) (mcg)
- Vitamin E (alpha-tocopherol) (mg)
- Vitamin K (phylloquinone) (mcg)
- Copper (mg)

- Iron (mg)
- Magnesium (mg)
- Zinc (mg)
- Phosphorus (mg)
- Selenium (mcg)
- Potassium (mg)
- Sodium (mg)
- Choline, total (mg)
- Thiamin (mg)
- Riboflavin (mg)
- Niacin (mg)
- Omega 3 (g)

### 3. HOW WE USE YOUR INFORMATION

We use your information to:

- Provide and maintain our services
- Calculate and track your nutritional data
- Communicate with you about our services
- Improve and optimize our application

### 4. THIRD-PARTY SERVICES

We use the following third-party services:

#### a) Analytics

- Google Analytics: Tracks website usage and performance
- Jetpack: Monitors website analytics and performance

#### b) Payment Processing

- Stripe: Handles all payment processing. We do not directly store your payment information.

## 5. COOKIES AND TRACKING

We use cookies to improve your experience on our website. These cookies may collect information about your browsing behavior and preferences. You can control cookie settings through your browser preferences.

## 6. DATA RETENTION

We retain your personal information and nutritional data for as long as you maintain an active account with us. You may request deletion of your data at any time by contacting us.

## 7. YOUR RIGHTS

You have the right to:

- Access your personal information
- Correct inaccurate data
- Request deletion of your data

## 8. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date.

## 9. CONTACT US

If you have any questions about this Privacy Policy, please contact us at [helpteam@caullie.com](mailto:helpteam@caullie.com).