

# Privacy Policy for Via

*Last updated: Oct 2, 2025*

Your privacy matters to us. At Via ("we," "us," or "our"), we're committed to protecting your personal information and handling it responsibly. This policy explains what data we collect, why we collect it, how we use it, and your rights.

## 1. Information We Collect

We only collect what's necessary to provide and improve our services.

### **Personal Information (you provide):**

- Name
- Email address when creating an account

### **Usage Data (collected automatically):**

- Tasks created, completed, or deleted
- Timestamps and durations of task activity
- Feature usage metrics

### **Device Data (collected automatically):**

- Device type, operating system version, performance logs

### **Payment Data:**

- If applicable, handled securely by third-party processors (e.g., App Store, Google Play).
- We do not store full payment details.

## 2. How We Use Your Information

We use your information to:

- Provide and improve Via's services and features
- Manage your account and subscriptions
- Communicate updates, features, and support information
- Ensure security and stability of the platform

We will never use your data for unrelated purposes without consent.

### 3. Data Storage and Processing

- **On-Device Storage:** Task and usage data are stored locally whenever possible.
- **Cloud Infrastructure:** We use Google Firebase for secure storage and synchronization of account credentials and task data. Firebase complies with Google's privacy and security standards, which meet or exceed this policy's protections.

### 4. Data Sharing and Disclosure

We do not sell your personal data. We may share data only with:

- **Service Providers:** Third-party partners (e.g., Firebase, hosting, payment processors, analytics) who must, by contract, provide at least the same or stronger protection as described in this Privacy Policy.
- **Legal Requirements:** If required by law or valid legal requests.

If data is processed outside the EU/EEA, we ensure it is safeguarded using EU Standard Contractual Clauses or equivalent GDPR-compliant mechanisms.

### 5. Data Security

We protect your data with industry-standard measures, including:

- Encryption (in transit and at rest)
- Access controls and authentication
- Regular security reviews and updates

No system is 100% secure, so we encourage keeping login details private.

### 6. Data Retention and Deletion

- We keep your personal information as long as you have an account.
- If you delete your account, your data is removed from production systems within 30 days.
- Aggregated or anonymized data may be retained indefinitely for research and analytics, but it cannot identify you. You may object by contacting us.
- For subscriptions, limited data may be retained up to 2 years after cancellation to allow easy reactivation.

### 7. Your Privacy Rights

Under GDPR and other laws, you have the right to:

- **Access:** Request a copy of your data
- **Correction:** Fix inaccurate or incomplete data
- **Deletion:** Request erasure of your data
- **Restriction:** Limit processing of your data in certain circumstances
- **Portability:** Receive your data in machine-readable format
- **Objection:** Object to processing, including marketing
- **Withdraw Consent:** Revoke consent at any time without deleting your account

To exercise these rights, contact us at **privacy@usevia.io**. We respond within one month, or longer if the request is complex.

## 8. Children's Privacy

Via is not intended for children under 13. Accounts for children must be created by parents or guardians, who provide consent. If we learn of data collected without consent, we delete it promptly.

## 9. Changes to This Policy

We may update this policy occasionally. The "Last updated" date will always reflect the most recent version. Continuing to use Via means you accept the changes.

## 10. Contact Us

If you have any questions or concerns, contact us at:

**Email:** [privacy@usevia.io](mailto:privacy@usevia.io)