

Privacy Policy for Kids Object Identifier App

Last Updated: June 11, 2025

Introduction

Kids Object Identifier App ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard information when you use our mobile application (the "App").

Information We Collect

Information We DO NOT Collect

- **No Personal Information:** We do not knowingly collect names, email addresses, phone numbers, or any other personally identifiable information (PII) from users, including children.
- **No Location Data:** We do not access or store your device's precise or approximate location.
- **No User Accounts:** Our App does not require user registration or account creation.
- **No Third-Party Analytics or Tracking:** We do not use third-party analytics or behavioral tracking services.
- **No Microphone Access/Audio Data:** We do not request access to your device's microphone, nor do we collect or process any audio data from it.

Information We DO Collect (Processed Locally and Not Transmitted)

- **Camera Access (Images/Video Feed):** The App requires access to your device's camera. This access is used **solely** for the purpose of real-time object detection within the App. Images and video frames from the camera are processed **locally** on your device by the App. These images/frames are **not stored** by the App after processing, **not shared**, and **not transmitted** off your device by us.
- **Locally Tracked App Usage Time:** To manage free tier limitations, the App locally tracks the duration of your usage. This information is stored **only on your device** and is **not transmitted** to us or any third party.

How We Use Information

Local Processing Only

- All object detection is performed directly on your device using Apple's Vision framework and the on-device Core ML model.
- Speech synthesis (Text-to-Speech) uses Apple's built-in AVSpeechSynthesizer, which operates on-device and does not require microphone access.
- No data related to object detection or speech synthesis is sent to external servers or third parties by us.

App Store Integration for In-App Purchases

- We use Apple's StoreKit framework for processing in-app purchases (e.g., for Premium features).
- All purchase transactions and payment information are handled securely and entirely by Apple's systems.
- We do not have access to, collect, or store your payment information (such as credit card details). We only receive confirmation from Apple regarding the status of a purchase.

Data Storage

Local Storage Only

- App preferences and settings are stored locally on your device using standard iOS mechanisms (e.g., UserDefaults).
- Custom object descriptions, if this is a Premium feature you plan, would be stored locally on your device.
- The locally tracked app usage time is stored on your device with measures intended to prevent tampering.
- No data collected or generated by the App, other than purchase status information from Apple, is backed up to cloud services or transmitted to external servers by us.

Children's Privacy (Compliance with COPPA and other regulations)

Our App is designed for children and we are committed to complying with the Children's Online Privacy Protection Act (COPPA) and other relevant privacy regulations.

- **Primary Audience:** The App is intended for use by children, typically with parental supervision.
- **No Collection of Personal Information from Children:** We do not knowingly collect Personal Information (as defined by COPPA) from children under the age of 13 (or applicable age in other jurisdictions). The camera feed is processed ephemerally on-device for object detection and is not collected or stored by us. The App does not access the microphone.
- **No Online Interactive Features:** The App does not include features such as chat, social media sharing, or other online interactions that would involve the disclosure of personal information by children.
- **Parental Gates:** Access to in-app purchases and potentially sensitive settings (if any beyond purchases) are protected by a parental gate (e.g., a math verification problem) designed to ensure adult approval.
- **Educational and Functional Purpose:** The App's purpose is to provide an educational and engaging experience through object identification and text-to-speech.

Permissions We Request

Camera Permission

- **Purpose:** Essential for the App's core functionality of real-time object detection and identification.
- **Usage:** Images from the camera feed are processed live and locally on your device.
- **No Storage or Transmission:** No photos or videos from the camera feed are saved, stored, or transmitted off the device by the App.

Microphone Permission

- The App **does not** request or require access to your device's microphone. All audio output is generated via Text-to-Speech synthesis, which does not involve listening to the user.

Third-Party Services

We rely on the following Apple services for core App functionality:

- **StoreKit:** For securely processing in-app purchases (handled entirely by Apple).
- **AVFoundation:** For camera access and Text-to-Speech functionality (all processing occurs locally on your device).
- **Vision Framework & Core ML:** For on-device object detection (all processing occurs locally on your device).

We do not integrate with any third-party analytics, advertising, or other data collection services.

Data Security

We take reasonable measures to protect information within our App.

- All core processing (object detection, TTS) happens locally on your device.
- The App makes no network connections initiated by us except for those required by Apple's StoreKit for in-app purchases.
- Local usage tracking includes measures designed to be reasonably robust against simple manipulation, though on-device data is ultimately under the user's control.

However, please note that no method of electronic storage or transmission is 100% secure.

Data Retention

- **App Preferences and Settings:** Stored locally on your device until the App is deleted by you.
- **Locally Tracked App Usage Time:** This data is typically reset (e.g., daily, as per your app logic) and is only stored locally on your device until the App is deleted.
- **Custom Object Descriptions (if applicable):** Stored locally on your device until the App is deleted or if you provide a feature to reset/delete them.

Your Rights Regarding Your Information

Because we do not collect Personal Information that identifies you or your child, traditional data access rights (like access, modification, or deletion of server-stored PII) are generally not applicable in the same way.

- All data the App uses for its functionality (preferences, local usage time) is stored on your device.
- You have direct control over this data. You can typically clear an app's data through iOS settings or by deleting and reinstalling the App, which will remove all its locally stored data.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by updating the "Last Updated" date of this Privacy Policy and posting the new Privacy Policy in the App and on our App Store listing. We encourage you to review this Privacy Policy periodically for any changes.

Age Guidance and Parental Supervision

This App is designed for children of various ages. We recommend parental supervision for younger children to ensure a safe and enriching experience. Parental verification (parental gate) is required for:

- Accessing certain app settings (if any beyond purchase-related settings).
- Making in-app purchases for premium features.
- Potentially for continuing use after any free time limits expire, if this leads to a purchase prompt.

Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

- **Email:** help@mbefe.com
- **Via App Store:** You can also reach out through the support link on the Kids Object Identifier App listing on the Apple App Store.

Compliance Statements

We strive to ensure our App complies with applicable privacy laws and platform guidelines, including:

- Children’s Online Privacy Protection Act (COPPA)
- Apple App Store Review Guidelines (particularly regarding children’s privacy and data use)
- Principles of the General Data Protection Regulation (GDPR) where applicable (e.g., data minimization, privacy by design)

Technical Implementation Summary for Privacy

Privacy by Design Principles

- **No Server Infrastructure (for user data):** We do not operate servers that collect or store user data or images from the App.
- **No User Accounts or Profiles:** The App functions without requiring user registration.
- **Minimal Data Transmission:** No data transmission initiated by us beyond what is necessary for Apple’s secure in-app purchase system.
- **Local-Only Processing and Storage:** Core functionalities like object detection and TTS are performed, and their operational data (like preferences) stored, exclusively on the user’s device.

Security Measures (within the scope of an on-device app)

- Standard iOS data storage mechanisms are used.
- Measures for usage tracking are designed to be reasonably robust against simple manipulation.
- Parental gates for sensitive actions like purchases.
- Restricted external network access (only to Apple services for IAP).

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Summary: Kids Object Identifier App is designed with privacy as a fundamental principle. We aim to collect no Personal Information. All processing for the App’s core functionality occurs locally on your device. We use only Apple’s built-in frameworks and services for essential operations like camera access, object detection, text-to-speech, and in-app purchases. Your privacy and your children’s privacy are our top priorities.