



Obae Privacy Policy

PRIVACY POLICY

Last Updated: October 2025 Company: Esperian Interactive LLC Application: Obae

1. Introduction This Privacy Policy describes how we collect, use, and disclose your information when you use our App, Website, and related services.
2. Definitions Account: A unique account created for you to access our Service. Application: Refers to Obae, provided by Esperian Interactive LLC. Cookies: Small files placed on your device by our website or app to store preferences and analytics data. Personal Data: Any information that can identify an individual. Service Providers: Third parties that assist us in operating or analyzing the Service. Usage Data: Data automatically collected through analytics and diagnostic tools.
3. Data We Collect - Account Information: email, display name, and optional profile data. - Challenge Data: content, rewards, and punishments created or received by users. - Usage Data: device information, app interactions, IP addresses, analytics metrics. - Optional Data: camera, photo, or location data, only when you grant permission.
4. Use of Data We use collected data to operate and improve the App, provide support, analyze usage, ensure compliance, and communicate with you about updates and promotions.
5. Firebase Backend We use Google Firebase for authentication, database storage, crash reporting, and analytics. Data is encrypted in transit and at rest and may be processed in Google Cloud facilities in the United States.
6. Advertising and Analytics We use Google AdSense to serve ads and Firebase Analytics to understand user engagement. These services may collect device identifiers, ad interactions, and app usage metrics.

Google AdSense may use cookies and advertising identifiers (IDFA, AAID) to deliver personalized ads. You can opt out of personalized ads through: - Android: Google Settings → Ads → “Opt out of Ads Personalization” - iOS: Settings → Privacy → Apple Advertising → “Limit Ad Tracking”

More info: - Google Privacy Policy: <https://policies.google.com/privacy> - Google Ad Technologies: <https://policies.google.com/technologies/ads>

7. Cookies and Tracking We and our partners use cookies and similar technologies to improve user experience and measure performance. Users can adjust cookie preferences in browser or device settings.

8. Children's Privacy If you are under 18, you must have parental consent to use the app. We do not knowingly collect data from children under 13, and ads are not personalized for minors.

9. Data Retention and Deletion We retain personal data only as long as necessary. You may request deletion via support@esperianinteractive.com.

10. Data Transfers Data may be stored or processed in other regions through Google Cloud, with security safeguards under U.S. data protection standards.

11. Security We use TLS encryption, authentication controls, and secure Google Cloud storage to protect data, but no system is fully secure.

12. Legal Disclosures We may disclose data if required by law or to protect our rights, comply with regulations, or respond to legal requests.

13. Updates We may update this Privacy Policy periodically. Continued use of the App indicates acceptance of changes.