

Privacy Policy

Last updated: July 29, 2026

Application: Wildscat: Animal Scat ID

Company: APPIFY STUDIOS LLC

1. Overview

Your privacy and the protection of your personal data are important to us. This Privacy Policy explains how **APPIFY STUDIOS LLC** ("we", "our", or "us") collects, uses, stores, and protects information when you use the **Wildscat: Animal Scat ID** mobile application and related services.

By using the Application, you consent to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use the Application.

Privacy summary: To identify animal scat, Wildscat sends the photo you choose to submit — and, for Detailed Analysis, the location where you found it — to our secure servers, where it is analyzed by artificial intelligence (AI). We ask for your explicit permission inside the app before the first photo is ever uploaded. We do not sell your personal information, we do not use your photos for advertising, and we do not intentionally store submitted photos permanently after analysis.

2. Information We Collect

2.1 Information You Provide

We collect information that you choose to provide while using the Application, including:

- Photos you capture or upload for animal scat, dropping, or wildlife sign identification
- Saved identification results and analysis history
- Optional location information for detailed analysis or map features
- Environmental context you provide, such as weather, habitat, season, time of day, freshness, size, or notes
- User preferences, app settings, and feature choices
- Support messages or information you send when contacting us

2.2 Automatically Collected Information

When you use the Application, we may automatically collect:

- Device information, such as device model, operating system version, language, and app version
- App usage, diagnostics, crash logs, and performance information
- Subscription status and anonymous purchase identifiers for premium access management

- Local app preferences and settings
- Approximate or precise location data only when you grant permission and use location-based features

2.3 App Store Privacy Categories

Depending on how you use the Application, the data categories associated with the Application may include:

- **Photos or videos:** Images you submit for identification
- **Location:** Optional precise or approximate location used for discovery logging, maps, or detailed analysis
- **Identifiers:** Anonymous user or purchase identifiers used for subscriptions, support, and service functionality
- **Purchases:** Subscription status and product identifiers used to unlock premium features
- **Usage data and diagnostics:** App interactions, crash logs, and performance data used to improve reliability

2.4 Permissions Required

The Application may request the following permissions:

- **Camera:** To capture photos for identification
- **Photo Library:** To select existing photos from your device for analysis
- **Location:** To save discovery locations, support detailed analysis, and display findings on a map when you choose to use these features

Permissions are requested only when needed and can be managed from your device settings.

3. How We Use Information

We use collected information to:

- Analyze submitted photos and provide animal scat identification results
- Generate detailed observations and educational information about possible wildlife species
- Save and display your analysis history and discovery locations
- Improve app functionality, reliability, accuracy, and user experience
- Process in-app purchases and manage subscription access
- Respond to support requests and service-related inquiries
- Detect, prevent, and troubleshoot technical issues, fraud, misuse, or security problems
- Comply with legal obligations and enforce our terms

4. Data Storage and Processing

4.1 Local Storage

The following information may be stored locally on your device:

- Identification history and saved results

- Saved discovery locations
- User preferences and app settings
- Usage counters or premium feature state
- Subscription access state

4.2 Image Processing and AI Analysis

What is sent, and to whom. To identify animal scat, the photo you capture or select is uploaded from your device to our secure servers, which are operated by APPIFY STUDIOS LLC. On those servers, the photo is processed by artificial intelligence (AI) — including AI service providers we use under contract — to generate the identification result. For the optional Detailed Analysis feature, the location where you found the scat and any environmental context you provide (such as weather, habitat, season, or notes) are sent together with the photo to improve accuracy. No other personal data is transmitted for the purpose of analysis.

Your consent before uploading. Before your first identification, and before the camera or photo library is opened, the Application presents an in-app consent screen that explains what data will be sent, who receives it, and links to this Privacy Policy. No photo or location data is sent to our servers or to any AI service provider unless you agree. If you decline, the analysis does not proceed and no data is transmitted.

How the data is protected. Photos and related data are transmitted over encrypted connections. Any AI service provider or other processor that receives this data does so only to perform analysis on our behalf and is bound by contractual obligations requiring it to protect the data with safeguards that are the same as, or equal to, those described in this Privacy Policy, and prohibiting it from using the data for its own unrelated purposes.

We do not sell your submitted photos. Photos are not used for advertising. Photos are not intended to be stored permanently after processing unless a feature you use requires temporary storage, you explicitly save related results, or temporary retention is required for security, troubleshooting, or abuse prevention.

4.3 Location Data

Location data is used only when you grant permission or manually provide location information. It may be used to:

- Save where a discovery was made
- Display findings on an interactive map
- Improve detailed analysis by considering regional context
- Provide location-relevant suggestions or observations

Saved discovery locations are primarily stored locally on your device. When you submit a detailed analysis, relevant location information may be sent to our servers to improve the requested result.

5. Information Sharing

We do not sell, trade, or rent your personal information. We may share information only in the following circumstances:

- **Service Providers:** With providers that help operate the Application, including hosting, AI processing, diagnostics, subscriptions, and payments
- **Legal Requirements:** When required by law, regulation, legal process, or to protect rights and safety

- **Consent:** When you explicitly direct us or consent to a specific sharing activity
- **Aggregated Data:** We may share anonymized or aggregated information that cannot reasonably identify you

5.1 Third-Party Services

The Application may use third-party services including:

- **RevenueCat:** Subscription and in-app purchase management
- **Apple App Store:** Payment processing and app distribution on iOS
- **Google Play Store:** Payment processing and app distribution on Android
- **AI service providers:** Image analysis and generation of identification results
- **Map or location services:** Displaying saved discovery locations when map features are used
- **Cloud and diagnostics providers:** Hosting, service reliability, crash reporting, and troubleshooting

These providers process information according to their own privacy policies and their agreements with us. Where we share personal data with a third party — including AI service providers that analyze your photos — we require, by contract, that the third party protects your data with the same or equal level of protection described in this Privacy Policy and uses it only to provide services to us, not for its own unrelated purposes.

5.2 No Sale of Personal Information

We do not sell your personal information, photos, location data, or analysis history. We also do not share your personal information with third parties for cross-context behavioral advertising.

5.3 Legal Basis for Processing

Where required by applicable law, we process personal information based on one or more of the following legal bases: your consent, performance of a contract with you, our legitimate interest in operating and improving the Application, compliance with legal obligations, and protection of our rights, users, and services.

6. Data Security

We use reasonable technical and organizational safeguards designed to protect your information, including secure communications, access controls, and appropriate storage practices.

No method of transmission over the Internet or electronic storage is completely secure. While we work to protect your information, we cannot guarantee absolute security.

7. Your Rights and Choices

Depending on your location, you may have rights to access, correct, delete, restrict, object to processing of, or request portability of your personal information.

You can manage many choices directly through the Application or your device settings, including:

- Deleting saved history or local app data where available
- Revoking camera, photo library, or location permissions

- Managing or cancelling subscriptions through the relevant app store
- Uninstalling the Application to stop local data collection

To make a privacy request, contact us using the information in the Contact Us section. For security, we may need to verify your request before taking action. We will respond within a reasonable timeframe and in accordance with applicable law.

8. Data Retention

- **Identification history:** Stored locally until you delete it or uninstall the Application
- **Photos:** Processed to provide the requested result and not intended for permanent server storage; temporary copies may be retained only as needed for processing, security, or troubleshooting
- **Location data:** Stored locally when saved by you; submitted location context may be processed for detailed analysis
- **Subscription data:** Retained as needed to provide premium access, comply with legal obligations, and resolve billing issues
- **Diagnostics:** Retained for a reasonable period to maintain security, debug issues, and improve app performance

9. Children's Privacy

The Application is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you believe a child has provided us personal information, please contact us and we will take appropriate steps to delete it.

10. International Data Transfers

Your information may be processed in countries other than your country of residence. These countries may have data protection laws that differ from those in your jurisdiction. We take reasonable steps to protect information in accordance with this Privacy Policy.

11. In-App Purchases and Subscriptions

Premium features may be offered through in-app purchases or subscriptions managed by RevenueCat, Apple App Store, or Google Play Store. Payment information is processed by the relevant platform or payment provider. We do not receive or store your full credit card information.

We may receive subscription status, transaction identifiers, product identifiers, and purchase history needed to provide premium features and support purchases.

12. Accuracy of Identification

The Application uses image analysis and artificial intelligence to identify animal scat and related wildlife signs. Results are provided "as is" for educational and observational purposes and may be inaccurate or incomplete.

Do not rely solely on the Application for safety, health, scientific, legal, hunting, wildlife management, or regulatory decisions. Consult qualified experts or local authorities where accuracy is important.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in the Application, legal requirements, third-party services, or our data practices.

When this Privacy Policy is updated, the "Last updated" date will be revised. Your continued use of the Application after changes are posted means you accept the updated Privacy Policy.

14. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

APPIFY STUDIOS LLC

Email: support@appifystudios.com

Website: <https://appifystudios.com>