

Privacy Policy

Last updated: January 20, 2026

Welcome to Atlas (the "App"). This Privacy Policy explains what information we collect about you, how we use it, when we share it, and the controls we provide you to manage your information.

The data controller for our App is VOODOO. You can contact our Data Protection Officer at dpo@voodoo.io.

1. What data we collect & Why

We have summarized the data we collect, why we use it, and the legal basis for doing so in the table below.

| Why do we process your data? | What data is used? | Legal basis |
|--|--|---|
| To provide the App's services & generate AI content | <ul style="list-style-type: none">- Account & Activity Data: name/username, user inputs, preferences, and usage history- Technical Data: IP address, device ID | Performance of contract |
| To improve our App, analyze usage trends & monitor business performance (e.g., measuring audience size, tracking conversion rates, retention, and other business KPIs) | <ul style="list-style-type: none">- Usage Data: App interactions (taps, swipes, scrolls), screens viewed, session duration, features used, and app lifecycle events (e.g., app launches, backgrounding)- Device & Technical Data: device model, OS version, connectivity type (Wi-Fi/5G), and crash reports | Consent |
| To measure marketing performance (e.g., confirming to ad networks like Facebook or TikTok that you installed the App after seeing an ad) | Technical & Advertising Data: Advertising IDs (IDFA/GAID), IP address, installation events | Consent |
| To send you updates & push notifications at appropriate times based on your timezone | <ul style="list-style-type: none">- Contact Data: push tokens- Technical Data: timezone or approximate location | Consent (for the notification permission) |

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|---|---|---|
| To help you & fix issues (e.g., customer support, bug tracking) | - Communications: history of your messages with us - Usage Data | Legitimate interest |
| To ensure safety & security (e.g., detecting fraud, moderating illegal content) | All relevant data: Account Data, Usage Data, User Content, Technical Data, etc. | Legitimate interest & Legal obligation |
| To process In-App Purchases (IAP) & manage subscriptions (e.g., validating your payment with the Store to unlock premium access/features) | Purchase Data: product ID (identifying the specific plan or item purchased), purchase token, subscription status, and expiration date (financial data is handled by a third party payment service provider) | Performance of contract |
| To show personalized ads | Advertising Data: advertising IDs (IDFA/AAID), location, etc. | Consent (if you decline, you will still see non-personalized ads) |
| To recommend friends | Social Data: your contacts list (only if you allow access) | Consent |
| To provide location-based services (e.g., showing maps, finding nearby users/stores) | Location Data: GPS coordinates (precise or approximate) | Consent |
| To send marketing communications (newsletters, offers) | Contact Data: email address or phone number | Consent |

Please note that the legal grounds listed above apply specifically to users in the EEA and UK; in other regions, we process data based on equivalent grounds under applicable local laws.

2. When we share information about you

We share your information with:

- **The Voodoo Group** for the purposes described in this policy.
- **Service providers** who help us provide the App (e.g., hosting, analytics, etc.).
- **Legal authorities** if required by law or to protect safety.
- **Business transfers** in connection with a merger, sale, or acquisition.

3. How long we keep information about you

We retain your information only for as long as your account is active and as needed to provide our services to you.

We will delete your personal data upon your request, unless we are required to retain certain information to comply with our legal obligations or for security purposes.

4. How we protect your data

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, alteration, or destruction.

5. International transfers

Some of our partners are located outside the European Union/EEA. In such cases, we ensure the transfer is secured by recognized protection mechanisms, such as the European Commission's Standard Contractual Clauses (SCCs).

6. Your rights

If you are located in the European Economic Area (EEA) or France, you benefit from specific protections under the GDPR:

- **Access & Portability:** You can request a copy of your personal data in a structured, commonly used format.
- **Rectification & Erasure:** You have the right to correct inaccurate information or request the permanent deletion of your account and data.
- **Objection & Restriction:** You may object to the processing of your data for legitimate interests or request that we temporarily limit its use.
- **Digital Legacy (France):** In accordance with French law, you have the right to define instructions regarding the storage, deletion, and communication of your personal data after your death.

If you reside in California, Virginia, or other U.S. states with applicable privacy laws, you are granted the following additional rights:

- **Right to Know & Access:** You can request to know what specific pieces of personal information we have collected, used, or disclosed about you.
- **Right to Correct & Delete:** You may request that we correct inaccuracies in your information or delete personal data collected from you.
- **Opt-out of "Sale" or "Sharing":** You have the right to opt-out of the "sale" of your data or the "sharing" of your information for cross-contextual behavioral advertising.
- **Limit Sensitive Information:** You can request that we limit the use of sensitive personal information to what is necessary to perform our services.
- **Non-Discrimination:** We will not discriminate against you (e.g., through price increases or reduced service quality) for exercising any of your privacy rights.

Regardless of your location, you can exercise these rights easily:

1. **In-App:** Use the deletion option within the App settings.
2. **Preferences:** Manage your tracking choices via our **Consent Management Platform (CMP)** pop-up.
3. **Direct Contact:** Email our Data Protection Officer at dpo@voodoo.io.

7. Children

The App is not intended for individuals under the age of 18. We do not knowingly collect personal data from anyone under 18. If we become aware that we have collected such data, we will delete it immediately. If you believe we might have any information from or about a child, please contact us at dpo@voodoo.io.

8. Contact

For any privacy questions or to exercise your rights, contact our Data Protection Officer at dpo@voodoo.io.