

Privacy Policy

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Introduction and organizational info

We, at Self-Checkout Emotion Tracker, are dedicated to serving our customers and contacts to the best of our abilities. Part of our commitment involves the responsible management of personal information collected through our website myself-checkout.com, and any related interactions. Our primary goals in processing this information include:

- Enhancing the user experience on our platform by understanding customer needs and preferences.
- Providing timely support and responding to inquiries or service requests.
- Improving our products and services to meet the evolving demands of our users.
- Conducting necessary business operations, such as billing and account management.

It is our policy to process personal information with the utmost respect for privacy and security. We adhere to all relevant regulations and guidelines to ensure that the data we handle is protected against unauthorized access, disclosure, alteration, and destruction. Our practices are designed to safeguard the confidentiality and integrity of your personal information, while enabling us to deliver the services you trust us with.

We do have a designated Data Protection Officer (DPO). Should you have any questions or require further information about how we manage personal information, please feel free to contact us at service@myself-checkout.com.

Your privacy is our priority. We are committed to processing your personal information transparently and with your safety in mind. This commitment extends to our collaboration with third-party services that may process personal information on our behalf, such as in the case of sending invoices. Rest assured, all activities are conducted in strict compliance with applicable privacy laws.

Scope and application

Our privacy policy is designed to protect the personal information of all our stakeholders, including website visitors, registered users, and customers. Whether you are just browsing our website myself-checkout.com, using our services as a registered user, or engaging with us as a valued customer, we

ensure that your personal data is processed with the highest standards of privacy and security. This policy outlines our practices and your rights related to personal information.

Data storage and protection

Data storage

Personal information is stored in secure servers located in the following locations: Google Cloud (Firebase). For services that require international data transfer, we ensure that such transfers comply with all applicable laws and maintain data protection standards equivalent to those in our primary location.

- **Data hosting partners:** We partner with reputable data hosting providers committed to using state-of-the-art security measures. These partners are selected based on their adherence to stringent data protection standards.

Specific App Data & Storage

Your emotional data is deeply personal, and we handle specific application data as follows:

1. Email Addresses

- **Authentication:** E-mail addresses are primarily stored and protected by Firebase Authentication, a managed service that handles secure login, password hashing, and token-based sessions.
- **User Profile:** We store a copy of your e-mail address in Google Firestore (a secure cloud database). This allows users to find each other for friend requests. Searches require an exact email match to protect your discoverability.
- **Local Storage:** For offline access and faster loading, your profile is persisted locally on your device using Android Jetpack DataStore.

2. Friend-Sharing Data

- **Opt-In Sharing:** Sharing is strictly opt-in. Data from your account is only streamed to a friend if your sharing toggle for that specific person is set to true.
- **Cloud Storage:** Connections are stored securely in Firestore, explicitly tracking the "pending" or "connected" status and sharing permissions of both users.
- **Check-In Privacy:** Individual check-ins feature a private flag. If you mark a check-in to be excluded from sharing, it remains yours alone.

Data protection measures

- **Cloud Security:** We utilize strict Firebase Security Rules to ensure external unauthorized access is blocked, and users can only read or write permitted documents.
- **Encryption:** To protect data during transfer and at rest, we employ robust encryption technologies. All communication between the Self-Checkout app and our cloud services is fully encrypted via HTTPS/TLS.
- **Local Security:** Data cached on your device is kept within the app's private Android sandbox, meaning other apps cannot access it unless the device is rooted.
- **Access control:** Access to personal information is strictly limited to authorized personnel who have a legitimate business need to access the data. We enforce strict access controls and regularly review permissions.
- **Security audits and monitoring:** Regular security audits are conducted to identify and remediate potential vulnerabilities. We also monitor our systems for unusual activities to prevent unauthorized access.

Data processing agreements

When we share your data with third-party service providers, we do so under the protection of Data Processing Agreements (DPAs) that ensure your information is managed in accordance with GDPR and other relevant data protection laws. These agreements mandate that third parties implement adequate technical and organizational measures to ensure the security of your data.

Transparency and control

We believe in transparency and providing you with control over your personal information. You will always be informed about any significant changes to our sharing practices, and where applicable, you will have the option to consent to such changes.

Your trust is important to us, and we strive to ensure that your personal information is disclosed only in accordance with this policy and when there is a justified reason to do so. For any queries or concerns about how we share and disclose personal information, please reach out to us at service@myself-checkout.com.

User rights and choices

At Self-Checkout Emotion Tracker, we recognize and respect your rights regarding your personal information, in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws. We are committed to ensuring you can exercise your rights effectively. Below is an overview of your rights and how you can exercise them:

Your rights

- **Right of access (Art. 15 GDPR):** You have the right to request access to the personal information we hold about you and to obtain information about how we process it.
- **Right to rectification (Art. 16 GDPR):** If you believe that any personal information we hold about you is incorrect or incomplete, you have the right to request its correction or completion.
- **Right to erasure ('right to be forgotten') (Art. 17 GDPR):** You have the right to request the deletion of your personal information when it is no longer necessary for the purposes for which it was collected, among other circumstances.
- **Right to restriction of processing (Art. 18 GDPR):** You have the right to request that we restrict the processing of your personal information under certain conditions.
- **Right to data portability (Art. 20 GDPR):** You have the right to receive your personal information in a structured, commonly used, and machine-readable format and to transmit those data to another controller.
- **Right to object (Art. 21 GDPR):** You have the right to object to the processing of your personal information, under certain conditions, including processing for direct marketing.
- **Right to withdraw consent (Art. 7(3) GDPR):** Where the processing of your personal information is based on your consent, you have the right to withdraw that consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.
- **Right to lodge a complaint (Art. 77 GDPR):** You have the right to lodge a complaint with a supervisory authority if you believe our processing of your personal information violates applicable data protection laws.

Exercising your rights

To exercise any of these rights, please contact us at service@myself-checkout.com. We will respond to your request in accordance with applicable data protection laws and within the timeframes stipulated by those laws. Please note, in some cases, we may need to verify your identity as part of the process to ensure the security of your personal information.

We are committed to facilitating the exercise of your rights and to ensuring you have full control over your personal information. If you have any questions or concerns about how your personal information is handled, please do not hesitate to get in touch with us.

Cookies and tracking technologies

At Self-Checkout Emotion Tracker, we value your privacy and are committed to being transparent about our use of cookies and other tracking technologies on our website myself-checkout.com. These

technologies play a crucial role in ensuring the smooth operation of our digital platforms, enhancing your user experience, and providing insights that help us improve.

Understanding cookies and tracking technologies

Cookies are small data files placed on your device that enable us to remember your preferences and collect information about your website usage. Tracking technologies, such as web beacons and pixel tags, help us understand how you interact with our site and which pages you visit.

How we use these technologies

- **Essential cookies:** Necessary for the website's functionality, such as authentication and security. They do not require consent.
- **Performance and analytics cookies:** These collect information about how visitors use our website, which pages are visited most frequently, and if error messages are received from web pages. These cookies help us improve our website.
- **Functional cookies:** Enable the website to provide enhanced functionality and personalization, like remembering your preferences.
- **Advertising and targeting cookies:** Used to deliver advertisements more relevant to you and your interests. They are also used to limit the number of times you see an advertisement and help measure the effectiveness of the advertising campaign.

Your choices and consent

Upon your first visit, our website will present you with a cookie consent banner, where you can:

- **Accept all cookies:** Consent to the use of all cookies and tracking technologies.
- **Reject non-essential cookies:** Only essential cookies will be used to provide you with necessary website functions.
- **Customize your preferences:** Choose which categories of cookies you wish to allow.

Compliance with United States privacy laws

To appeal a decision we may make regarding your request, please contact us within 60 days of receiving our response by submitting your request through the link on our website or by using one of the following methods:

Email: service@myself-checkout.com

In your appeal request, please include your original request, the date of our response, and a brief explanation of why you believe our decision was incorrect.

For residents of the United States of America the following provisions apply:

A. Individual rights

The California Consumer Privacy Act provides residents of California specific rights regarding their personal information, additional to what has been described before.

B. Right to Know

You may request that we disclose to you what personal information we have collected, used, shared, or sold about you, and why we collected, used, shared, or sold that information. Specifically, you may request the disclosure of:

- The categories of personal information collected
- Specific pieces of personal information collected
- The categories of sources from which we collected personal information
- The purposes for which personal information is used
- The categories of third parties with whom personal information is shared
- The categories of information that are sold or disclosed to third parties

C. Right to Delete

You may request that we delete personal information we have collected about you.

D. Right to Correct

You may ask us to correct inaccurate information that we have about you.

E. Right to Limit

You can request us to only use your sensitive personal information (for example, your social security number, your genetic data, etc.) for limited purposes, such as providing you with the services you requested.

F. Right to Opt-Out

Self-Checkout Emotion Tracker does not sell or share personal information. In case your data is sold or shared you can make use of your right to opt-out of the sale or sharing of personal information by submitting your request through the link on our website.

G. Right to Non-Discrimination

You have the right to be protected from discrimination for exercising your rights.

H. Submitting requests

You may submit your request by sending an email to service@myself-checkout.com. We will compare the information you submit to us with the information we have in our records to verify your request. We will then respond to your request in accordance with the requirements.

J. Sensitive data and/or biometric data

We only process sensitive personal data with your prior consent and only for specific purposes that are clearly disclosed at the time of collection. You may withdraw your consent at any time by submitting your request through the link on our website or by email to service@myself-checkout.com.

Data breach notification procedures

At Self-Checkout Emotion Tracker, we understand the importance of protecting your personal information and take proactive measures to safeguard it. In the event of a data breach that poses a risk to your privacy rights and freedoms, we have established clear procedures for promptly identifying, assessing, and mitigating the impact of the breach. Our data breach notification procedures are designed to comply with applicable data protection laws and regulations, including the General Data Protection Regulation (GDPR).

Detection and assessment

- **Internal monitoring:** We employ robust security measures and monitoring systems to detect and respond to potential data breaches promptly.
- **Assessment of breach impact:** Upon discovery of a data breach, we will conduct a thorough assessment to determine the nature and scope of the breach, including the types of personal information involved and the potential impact on affected individuals.

Notification obligations

- **Regulatory authorities:** If required by law, we will notify the relevant data protection authorities of the data breach within 30 day(s), following the procedures specified by applicable regulations.
- **Affected individuals:** If a data breach poses a significant risk to your privacy rights and freedoms, we will notify you within 30 day(s), providing clear and concise information about the breach, the types of personal information affected, and the steps you can take to protect yourself.

Communication channels

- **Email notification:** We may notify affected individuals via email, using the contact information provided to us, if feasible and appropriate.

Support and assistance

In the event of a data breach, we are committed to providing affected individuals with the support and assistance they need, including guidance on steps they can take to mitigate the potential risks associated with the breach.

- **Point of contact:** If you have any questions or concerns about a data breach or believe you may have been affected, please contact us immediately at service@myself-checkout.com.

Policy updates and changes

At Self-Checkout Emotion Tracker, we are committed to keeping you informed about how we handle your personal information and any changes to our privacy practices. We may update this privacy policy from time to time to reflect changes in legal requirements, industry standards, or our business operations. We want to assure you that any updates will be communicated transparently and in accordance with applicable data protection laws.

Notification of changes

- **Notification process:** In the event of significant changes to our privacy policy that may affect your rights or the way we handle your personal information, we will provide notice through prominent means, such as email, website notifications, or other appropriate channels. We will also indicate the effective date of the updated policy at the top of the document.
- **Reviewing changes:** We encourage you to review our privacy policy periodically to stay informed about how we collect, use, and protect your personal information. Your continued use of our services after any changes to the policy signifies your acceptance of the updated terms.

Contact us

If you have any questions or concerns about our privacy policy or any updates to it, please don't hesitate to contact us at service@myself-checkout.com. We are here to address any inquiries you may have and to ensure that you have the information you need to feel confident about how your personal information is handled.