

Privacy Policy

Çeyizcim Effective Date: February 22, 2026 Last Updated: February 22, 2026

1. Introduction

Welcome to **Çeyizcim** ("the App"), a mobile application developed by **Hikmet Topak** and **Muhammed Enes Gündüz** ("we," "us," or "our"). Çeyizcim helps couples organize and manage their trousseau (çeyiz) lists by providing tools for categorizing items, tracking purchases, setting budgets, and receiving AI-powered product suggestions.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use the App. Please read this policy carefully. By downloading, installing, or using Çeyizcim, you agree to the collection and use of information in accordance with this policy.

If you do not agree with the terms of this Privacy Policy, please do not access or use the App.

Contact:

- **Developers:** Hikmet Topak - Muhammet Enes Gündüz
- **Emails:** hikmet17topak@gmail.com - blackflioww63@gmail.com

2. Information We Collect

We collect the following categories of information:

2.1 Information You Provide Directly

Data Type	Description	Purpose
Email Address	Provided during account registration	Account creation, authentication, and communication
Password	Provided during account registration	Account security (stored securely via Firebase Authentication; we never have access to your plain-text password)
Display Name	Your preferred name	Personalizing the in-app experience

Wedding Date	Date of your wedding	Providing countdown features and planning timelines
Budget Limit	Your total trousseau budget	Budget tracking and management features
Avatar Selection	Your chosen profile avatar	Personalizing your profile
Custom Items	Items you manually add to your trousseau list	Inventory management
Purchase Details	Price, date, shop name, brand, and model of purchased items	Tracking purchased items and budget calculations
User Notes	Notes you attach to individual items	Personal item management

2.2 Information Collected Automatically

Data Type	Description	Purpose
Firestore User ID	A unique identifier assigned by Firestore Authentication	Identifying your account and syncing data
Account Creation Date	Timestamp of when your account was created	Account management
AI Usage Metrics	Count of AI suggestion requests and last reset date	Managing feature usage limits
Device Information	Device type and operating system (collected by third-party SDKs)	Providing compatible ad experiences and diagnostics

2.3 Information Collected by Third-Party Services

We integrate the following third-party services, each of which may collect data as described below:

Google AdMob (Advertising)

We use **Google AdMob** to display banner advertisements and rewarded video ads within the App.

- **Data Collected:** Device advertising identifier (IDFA/GAID), IP address, device information, interaction data with ads, and general usage data.
- **Personalization:** We have configured AdMob to request **non-personalized ads only**

(`requestNonPersonalizedAdsOnly: true`). This means ads are served based on contextual information rather than user profiling.

- **Purpose:** Monetizing the free tier of the App and providing users with bonus AI suggestion credits via rewarded ads.
- **Google's Privacy Policy:** <https://policies.google.com/privacy>
- **How Google Uses Information from Apps:**
<https://policies.google.com/technologies/partner-sites>

RevenueCat (Subscription Management)

We use **RevenueCat** to manage in-app subscriptions and purchases.

- **Data Collected:** Anonymous app user ID, purchase history, subscription status, transaction receipts, device type, and operating system version.
- **Purpose:** Processing and managing premium subscriptions, verifying purchase entitlements, and providing subscription analytics.
- **RevenueCat's Privacy Policy:** <https://www.revenuecat.com/privacy>

Firebase (Google Cloud)

We use **Firebase** services including Firebase Authentication and Cloud Firestore.

- **Firebase Authentication Data:** Email address, hashed password, authentication tokens, and sign-in metadata.
- **Cloud Firestore Data:** All user-provided data listed in Section 2.1 is stored in Cloud Firestore.
- **Purpose:** User authentication, data storage, and synchronization.
- **Firebase Privacy Information:** <https://firebase.google.com/support/privacy>

3. How We Use Your Information

We use the information we collect for the following purposes:

- **Providing Core App Functionality:** Managing your trousseau lists, tracking purchases, calculating budgets, and displaying your wedding countdown.
- **Account Management:** Creating and maintaining your user account, authenticating your identity, and enabling account recovery.
- **AI-Powered Suggestions:** Processing your product and budget data to generate AI-based product recommendations through our secure API.
- **Displaying Advertisements:** Serving non-personalized ads via Google AdMob.
- **Subscription Management:** Processing in-app purchases and managing premium subscription entitlements via RevenueCat.

- **Improving the App:** Analyzing aggregated, anonymized usage patterns to improve features and user experience.
 - **Communication:** Sending password reset emails and essential account-related notifications.
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4. Data Storage and Security

- **Cloud Storage:** Your account and inventory data is stored on **Google Cloud Firestore** servers. Firebase Authentication credentials are managed by **Google Firebase** infrastructure.
 - **Local Storage:** Certain non-sensitive data (such as the global item catalog) is cached locally on your device using AsyncStorage for performance optimization. Authentication tokens are stored securely using **Expo Secure Store**, which leverages the device's native keychain (iOS Keychain / Android Keystore).
 - **Data Encryption:** All data transmitted between the App and our servers is encrypted using **TLS (Transport Layer Security)**. Firebase and Google Cloud services provide encryption at rest for stored data.
 - **Security Measures:** We employ industry-standard security measures to protect your data. However, no method of electronic transmission or storage is 100% secure, and we cannot guarantee absolute security.
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5. Data Sharing and Disclosure

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

- **Third-Party Service Providers:** As described in Section 2.3, limited data is shared with Google (AdMob, Firebase) and RevenueCat solely for the purposes of providing their respective services.
 - **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).
 - **Protection of Rights:** We may disclose information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, or situations involving potential threats to the safety of any person.
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6. Data Retention

- **Active Accounts:** We retain your personal data for as long as your account is active and as needed to provide you with the App's services.

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- **Account Deletion:** You can delete your account at any time from within the App (Profile > Delete Account). Upon account deletion, your user profile and all associated data (including inventory items, purchase details, and AI suggestion history) will be permanently deleted from our servers.
 - **Anonymized Data:** Aggregated, anonymized data that cannot be used to identify you may be retained indefinitely for analytical purposes.
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7. Your Rights and Choices

Depending on your jurisdiction, you may have the following rights regarding your personal data:

7.1 General Rights

- **Access:** Request a copy of the personal data we hold about you.
- **Correction:** Request correction of inaccurate or incomplete data.
- **Deletion:** Delete your account and all associated data directly through the App.
- **Portability:** Request a copy of your data in a structured, machine-readable format.

7.2 GDPR Rights (European Economic Area)

If you are located in the European Economic Area (EEA), you have additional rights under the General Data Protection Regulation (GDPR):

- **Right to Object:** Object to the processing of your personal data for certain purposes.
- **Right to Restrict Processing:** Request that we limit how we use your data.
- **Right to Withdraw Consent:** Withdraw consent at any time where we rely on consent as the legal basis for processing.
- **Right to Lodge a Complaint:** File a complaint with your local data protection authority.

Legal Basis for Processing (GDPR): We process your personal data on the following legal bases:

- **Contract Performance:** Processing necessary to provide the App's core features (list management, budget tracking).
- **Legitimate Interests:** Serving non-personalized advertisements and improving the App.
- **Consent:** Where applicable, such as for optional AI suggestion features.

7.3 How to Exercise Your Rights

To exercise any of your rights, please contact us at [YOUR_EMAIL_ADDRESS]. We will respond to your request within 30 days.

8. Anonymous Users

The App allows you to use limited features without creating an account ("Continue without Member"). Anonymous users are assigned a temporary Firebase User ID. Anonymous user data is stored locally on the device and is not synced to our servers. If an anonymous user later creates an account, their session may be linked to the new account.

9. Children's Privacy

Çeyizcim is not intended for use by children under the age of **13** (or the applicable minimum age in your jurisdiction). We do not knowingly collect personal information from children. If we learn that we have collected personal data from a child without parental consent, we will take steps to delete that information promptly. If you believe that a child has provided us with personal data, please contact us at **[YOUR_EMAIL_ADDRESS]**.

10. Apple App Privacy Details

In accordance with Apple's App Store requirements, the following summarizes the data we collect and its purposes:

Privacy Category	Data Types	Usage	Linked to Identity
Contact Info	Email Address	App Functionality, Account Management	Yes
Identifiers	User ID (Firebase UID), Device ID (via AdMob)	App Functionality, Advertising	Yes
Usage Data	Product Interaction, AI Usage Metrics	App Functionality, Analytics	Yes
Financial Info	Purchase History (in-app item purchases logged by user)	App Functionality	Yes
Purchases	Subscription Status (via RevenueCat)	App Functionality	Yes
Diagnostics	Crash Data, Performance Data (via Firebase)	App Functionality	No

11. International Data Transfers

Your data may be transferred to and processed in countries outside your country of residence, including the United States, where Google and RevenueCat servers are located. These transfers are conducted in compliance with applicable data protection laws, including use of Standard Contractual Clauses (SCCs) where required by GDPR.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by updating the "Last Updated" date at the top of this page and, where appropriate, through in-app notifications. Your continued use of the App after any changes indicates your acceptance of the updated Privacy Policy.

13. Third-Party Links

The App may contain links to third-party websites or services (e.g., product shopping links from AI suggestions). We are not responsible for the privacy practices of these third-party sites. We encourage you to review the privacy policies of any third-party services you visit.

14. Contact Us

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

- **Developers:** Hikmet Topak - Muhammet Enes Gündüz
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