

DogDoc AI — Privacy Policy

Effective Date: *August 27, 2025*

In this Privacy Policy, We describe Our policies and procedures on the collection, use, and disclosure of Your information when You use the Service and tell You about Your privacy rights and how the law protects You.

We use Your Personal Data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

1. Who We Are

App: DogDoc AI (the "App")

Contact: support@dogdocapp.com

This policy explains what data we process, for what purposes, how we protect it, and your rights.

2. Scope

This policy applies to data processed within the App, to limited data sent to our AI proxy to provide AI chat replies, and to analytics data collected by third-party services.

3. Data We Process

On your device (locally):

- Pet data (e.g., name, emoji/photo, breed, age, weight, sex, microchip number).
- Owner data (e.g., name, phone, email, city, optional social profile, emergency contact).
- Reminders (type, title, date/time, status, recurrence).
- Documents and metadata (title, folder, tags, notes, expiry date, file type/size, local file path).
- Training progress (lessons, steps, completion).
- Settings, selections, and consent flags (e.g., AI chat consent).

Permissions (requested contextually and only when needed):

- Camera/Photos — pet photos and document scanning.
- Notifications — reminders.
- Location (While Using) — nearby veterinary clinics on the map. No background location tracking; we do not store location on our servers.

AI chat (via our proxy):

- The content you voluntarily type to the AI assistant.

Analytics and attribution data:

We use third-party analytics services to understand app usage, improve our service, and measure marketing campaign effectiveness. These services may collect:

- Device information (device type, operating system version, app version)
- Usage analytics (app opens, feature usage, session duration)
- Attribution data (how users discovered the app)
- Performance metrics (crash reports, app performance)
- Subscription and purchase analytics (for premium features)

4. Purposes of Processing

- Provide core App features: pet profile, reminders, training, document management, AI advice.
- Local notifications for reminders.
- Show nearby clinics (if you allow location).
- Improve user experience (local settings only).
- Analyze app usage patterns to improve functionality and user experience.
- Measure marketing campaign effectiveness and user acquisition.
- Monitor app performance and identify technical issues.
- Track subscription and purchase analytics for premium features.

5. AI Chat via Our Proxy

The App sends your message to our server (Cloudflare Worker) with an internal APP_TOKEN that only authorizes access to our proxy.

Our server validates the request and calls OpenAI's API on your behalf. The OpenAI API key is stored on the server only and is never shipped inside the App.

The response is returned to the App via our server.

Retention and logs:

Chat message content is not stored.

Our proxy keeps only minimal technical logs (no message bodies) for 7 days for diagnostics and abuse prevention: timestamp, endpoint, status, latency, hashed IP, token/limiter ID, user-agent.

Security/WAF/abuse logs may be retained up to 30 days (only for incidents/blocks).

No backups of logs or message content are kept; logs are automatically deleted and are not used for profiling.

Processing by OpenAI is subject to OpenAI's Terms of Use and Privacy Policy:

- Terms: <https://openai.com/policies/terms-of-use>
- Privacy: <https://openai.com/policies/privacy-policy>

We do not permit the use of our API data for model training.

6. Analytics and Third-Party Services

We use the following third-party services for analytics and attribution:

AppsFlyer (Attribution and Analytics):

- Purpose: Attribution tracking and marketing analytics
- Data collected: Device information, app usage, attribution data
- Privacy Policy: <https://www.appsflyer.com/legal/privacy-policy/>
- You can opt-out of AppsFlyer tracking through your device settings

AppMetrica (Yandex Analytics):

- Purpose: App usage analytics and performance monitoring
- Data collected: Device information, usage patterns, crash reports

- Privacy Policy: <https://yandex.com/legal/confidential/>
- You can opt-out of AppMetrica tracking through your device settings

Apphud (Subscription Analytics):

- Purpose: Subscription and purchase analytics for premium features
- Data collected: Subscription status, purchase events, usage metrics
- Privacy Policy: <https://apphud.com/privacy-policy>
- You can opt-out of Apphud tracking through your device settings

These services help us understand how users interact with our app, identify areas for improvement, and measure the effectiveness of our marketing efforts. The data collected is aggregated and anonymized where possible.

7. Legal Bases

- Contract/performance: provide App functionality.
- Consent: camera/photos/location, notifications, AI chat.
- Legitimate interests: security and abuse prevention (minimized as necessary), app improvement and analytics.
- Analytics: legitimate interest in improving our service and understanding user behavior.

8. Sharing and Disclosure

We share data only as needed to operate the App:

AI model provider: OpenAI (accessed through our proxy only) — we transmit the text you submit to obtain a reply. Processing by OpenAI is subject to OpenAI's Terms of Use and Privacy Policy:

- Terms: <https://openai.com/policies/terms-of-use>
- Privacy: <https://openai.com/policies/privacy-policy>

Analytics providers: AppsFlyer, AppMetrica, and Apphud — for app analytics, attribution, and subscription tracking as described in Section 6.

Apple/system services: notifications, camera/photos, location, per iOS permissions.

We do not sell personal data, do not use ad SDKs, and do not track users across apps/sites.

9. International Transfers

AI processing by OpenAI may occur outside your country (including the United States). Analytics data may be processed by AppsFlyer (Israel), AppMetrica (Russia), and Apphud (various locations). We minimize sent data and enforce server-side validation. Processing by these services is subject to their respective Terms of Use and Privacy Policies.

10. Security

- Local document files are saved with NSFileProtectionComplete (device-level encryption while locked).
- The OpenAI API key is never included in the App binary; it's stored server-side only.
- All communications use HTTPS. APP_TOKEN is an internal proxy credential only.
- Analytics data is transmitted securely using industry-standard encryption.

11. Retention

- Local data remain on your device until you delete them (Settings → Manage Data) or uninstall the App.
- AI chat: no persistent content in the App; server logs are minimal, time-limited (7 days tech logs; up to 30 days incident logs), and no backups are kept.
- Analytics data: retained according to the respective service providers' policies (typically 12-24 months for analytics data).

12. Your Rights

- Access, correction, and deletion of local data: export or erase all local data in Settings → Manage Data.
- Withdraw consents in iOS Settings: Camera/Photos/Location/Notifications. You can use the App without AI chat if you decline consent.
- Opt-out of analytics tracking through your device settings or by contacting us.
- Data requests: support@dogdocapp.com.

13. Children

The App is not directed to children under 13. If you believe a child provided data, contact us at support@dogdocapp.com.

14. Changes

We may update this policy. The latest version is available from the App and on our website.

15. Contact

support@dogdocapp.com