

Your privacy is critically important to us.

- We are thoughtful about the personal information we ask you to provide and the personal information that we collect about you.
- We store personal information for only as long as we have a reason to keep it.
- We help protect you from overreaching government demands for your personal information.
- We aim for full transparency on how we gather and use your personal information.

Below is our Privacy Policy, which incorporates and clarifies these principles.

What This Policy Covers

This Privacy Policy applies to information that we collect about you when you use the Grit iOS mobile application and Grittasks.com

Throughout this Privacy Policy we'll refer to our mobile application collectively as "Services."

Information We Collect

Grit only collects information about you if we have a reason to do so — for example, to provide our Services, to communicate with you, or to make our Services better. We collect this information from three sources: if and when you provide information to us, automatically through operating our Services, and from outside sources.

Information You Provide to Us

Here are some examples:

- **Basic account information:** We ask for basic information from you in order to set up your account.
- **Private profile information:** We collect the information that you provide for your private task list, including, but not limited to, titles, dates, alarm details, start and completion times, and details entered into the Grit app.
- **Payment and contact information:** If you buy something from us or purchase a subscription, we'll collect information to process those payments and contact you. If you buy something from us, you may need to provide additional personal

and payment information like your name, credit card information, and contact information. We also keep a record of the purchases you've made.

- **Communications with us:** You may also provide us with information when you email for support or to troubleshoot bugs.

Information We Collect Automatically

We also collect some information automatically:

- **Log information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, including the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information.
- **Usage information:** We collect information about your usage of our Services. We use this information to, for example, provide our Services to you, get insights on how people use our Services so we can make our Services better, and understand and make predictions about user retention.
- **Location information:** We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.
- **Information from cookies & other technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. We may collect this information to improve our services and increase user retention.

How and Why We Use Information

Purposes for Using Information

We use information about you for the purposes listed below:

- To provide our Services. For example, to set up and maintain your account, provide customer support, process payments, and verify user information.
- To ensure quality, maintain safety, and improve our Services. For example, by providing automatic upgrades and new versions of our Services. Or, for example, by monitoring and analyzing how users interact with our Services so we can

create new features that we think our users will enjoy or make our Services easier to use.

- To market our Services and measure, gauge, and improve the effectiveness of our marketing.
- To protect our Services, our users, and the public. For example, by detecting security incidents; detecting and protecting against malicious, deceptive, fraudulent, or illegal activity.
- To fix problems with our Services. For example, by monitoring, debugging, repairing, and preventing issues.
- To customize the user experience. For example, to personalize your experience by serving you relevant notifications.
- To communicate with you. For example, by emailing you to ask for your feedback, share tips for getting the most out of our products, or keep you up to date on Grit.

Legal Bases for Collecting and Using Information

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws, which is that our use of your information is based on the grounds that: (1) The use is necessary in order to fulfill our commitments to you under the applicable terms of service or other agreements with you or is necessary to administer your account — for example, in order to enable access to our website on your device or charge you for a paid plan; or (2) The use is necessary for compliance with a legal obligation; or (3) The use is necessary in order to protect your vital interests or those of another person; or (4) We have a legitimate interest in using your information — for example, to provide and update our Services; to improve our Services so that we can offer you an even better user experience; to safeguard our Services; to communicate with you; to measure, gauge, and improve the effectiveness of our advertising; and to understand our user retention and attrition; to monitor and prevent any problems with our Services; and to personalize your experience; or (5) You have given us your consent — for example before we place certain cookies on your device and access and analyze them later on.

Sharing Information

How We Share Information

We share information about you in limited circumstances, and with appropriate safeguards on your privacy. These are spelled out below:

- **Third-party vendors:** We may share information about you with third-party vendors who need the information in order to provide their services to us, or to provide their services to you or your site. This includes vendors that help us provide our Services to you (like Stripe, cloud storage services, email delivery services that help us stay in touch with you, customer chat and email support services that help us communicate with you); those that help us understand and enhance our Services (like analytics providers); those that make tools to help us run our operations.

We do not sell our users' data. We aren't a data broker, we don't sell your personal information to data brokers, and we don't sell your information to other companies that want to spam you with marketing emails.

Choices

You have several choices available when it comes to information about you:

- **Limit the information that you provide:** If you have an account with us, you can choose not to provide the optional account information, profile information, and transaction and billing information. Please keep in mind that if you do not provide this information, certain features of our Services may not be accessible.
- **Close your account:** While we'd be very sad to see you go, you can close your account if you no longer want to use our Services. You can close your account in the Grit mobile app on the Settings screen.

Your Rights

If you are located in certain parts of the world, including California and countries that fall under the scope of the European General Data Protection Regulation (aka the "GDPR"), you may have certain rights regarding your personal information, like the right to request access to or deletion of your data.

European General Data Protection Regulation (GDPR)

If you are located in a country that falls under the scope of the GDPR, data protection laws give you certain rights with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

- Request access to your personal data;
- Request correction or deletion of your personal data;
- Object to our use and processing of your personal data;
- Request that we limit our use and processing of your personal data; and
- Request portability of your personal data.

You also have the right to make a complaint to a government supervisory authority.

California Consumer Privacy Act (CCPA)

The California Consumer Privacy Act (“CCPA”) requires us to provide California residents with some additional information about the categories of personal information we collect and share, where we get that personal information, and how and why we use it. The CCPA also requires us to provide a list of the “categories” of personal information we collect, as that term is defined in the law, so, here it is. In the last 12 months, we collected the following categories of personal information from California residents, depending on the Services used:

- Identifiers (like your name, contact information, and device and online identifiers);
- Commercial information (your billing information and purchase history, for example);
- Characteristics protected by law (for example, you might provide your gender as part of a research survey for us);
- Internet or other electronic network activity information (such as your usage of our Services);
- Geolocation data (such as your location based on your IP address);

If you are a California resident, you have additional rights under the CCPA, subject to any exemptions provided by the law, including the right to:

- Request to know the categories of personal information we collect, the categories of business or commercial purpose for collecting and using it, the categories of sources from which the information came, the categories of third parties we share it with, and the specific pieces of information we collect about you;
- Request deletion of personal information we collect or maintain;
- Opt out of any sale of personal information; and

- Not receive discriminatory treatment for exercising your rights under the CCPA.

How to Reach Us

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the please contact us via email at grittasks@gmail.com

Other Things You Should Know (Keep Reading!)

Transferring Information

Because Grit's Services are offered worldwide, the information about you that we process when you use the Services in the EU may be used, stored, and/or accessed by individuals operating outside the European Economic Area (EEA) who work for us, other members of our group of companies, or third-party data processors. This is required for the purposes listed in the [How and Why We Use Information section](#) above. When providing information about you to entities outside the EEA, we will take appropriate measures to ensure that the recipient protects your personal information adequately in accordance with this Privacy Policy as required by applicable law. These measures include:

- In the case of US based entities, entering into European Commission approved standard contractual arrangements with them, or ensuring they have signed up to the [EU-US Privacy Shield](#); or
- In the case of entities based in other countries outside the EEA, entering into European Commission approved standard contractual arrangements with them.

You can ask us for more information about the steps we take to protect your personal information when transferring it from the EU.

Analytics Services Provided by Others

Analytics providers may set tracking technologies (like cookies) to collect information about your use of our Services and across other websites and online services. These technologies allow these third parties to recognize your device to compile information about you or others who use your device. Please note this Privacy Policy only covers the collection of information by Grit and does not cover the collection of information by any third-party advertisers or analytics providers.

Privacy Policy Changes

Although most changes are likely to be minor, Grit may change its Privacy Policy from time to time. We encourage visitors to check this page again for any changes to its Privacy Policy.

Thank You

Thank you to Automattic for making their Privacy Policy available to the community under the Creative Commons Sharealike License. We are deeply grateful and hope we can pay it forward someday soon.