

YOUR DATA

Privacy policy

How Nature Brain uses and protects your personal data, and the choices you have.

Last updated: 25 September 2026

Draft for operator review. Outstanding operator and processing details must be confirmed before publication or store submission.

1. Who we are and how to contact us

Nature Brain is an app for learning about animals, with a supporting website. This policy covers the mobile app, website, purchases, reminders and support. The operator named here is responsible for deciding how your personal data is used (the controller).

Operator confirmation required before this policy takes effect: legal name, postal/business address, public privacy email and website domain. These details have not yet been supplied for this draft.

2. What data we use and where it comes from

We receive data from you, from your use of the service, from your device and from the sign-in, payment and delivery providers described below. A guest account has a unique identifier and is not anonymous to our systems.

- Account and profile: your learner ID, guest status, username, display name or profile image if provided, email address and authentication information. Email sign-in uses a password handled by our authentication provider. Sign in with Apple supplies an Apple identifier, verification tokens and any email address or name Apple shares; this may be a private relay address. We do not receive your Apple password.
- Learning activity: completed activities, questions, selected answers or countries, results and timestamps. We use these to show accuracy, discoveries, learning progress and streaks. The country you choose in a map question is a game answer, not your location.
- Preferences and device storage: language, appearance, home timezone and reminder settings. The app stores sign-in session information, preferences and cached content or progress on your device. Your timezone may initially come from your device and can be changed.
- Reminders, if enabled: a random installation ID, push token, device platform, language, reminder time, timezone, recent activity and notification delivery records. These help us send the reminder at the right time and avoid duplicates.
- Subscriptions: the learner ID supplied to RevenueCat, store and product identifiers, purchase and transaction history, purchase tokens or receipts, renewal and expiry information, entitlement status and technical device/app information needed for billing. Apple or Google processes your payment details; Nature Brain does not receive full card details.

- Feedback and support: question reports include your learner ID, guest status, email if available, the selected report reason and the relevant question, animal, image source and activity information. Support correspondence includes what you choose to send. Please do not include passwords or unnecessary sensitive information.
- Technical requests: our infrastructure and service providers process IP addresses, request times, requested resources, device/browser or app information and error or security records when providing the service.

3. Why we use data and our legal grounds

Under the GDPR, we rely on the following grounds. We do not treat reading this policy or accepting the terms as consent to every use of your data.

- Performance of our agreement: creating and securing your account, saving completed learning activities, calculating progress, applying preferences, responding to service requests and providing, restoring and verifying paid access.
- Consent: optional daily reminders. You can withdraw this at any time by switching reminders off in the app or disabling notifications in device settings. Withdrawal does not affect earlier lawful processing or your ability to use the other features.
- Legitimate interests: keeping the service secure and reliable, preventing abuse and duplicate billing events, investigating errors, handling feedback and understanding subscription performance. We limit this processing to what is proportionate to those purposes and consider your rights; you may object.
- Legal obligations: responding to valid legal requests and keeping any records that applicable tax, accounting or other law requires.

4. Your choices, permissions and the website

You can begin as a guest without providing an email address. Registration is optional for free guest features. Some account and activity data is necessary to save progress; we cannot provide account-based features without it. Purchases require the account and transaction information shown in the purchase flow. Reminders and feedback are optional.

The current app does not request access to your precise GPS location, contacts, camera, microphone or personal photo library. Animal photographs and observation locations are catalogue content. We do not sell personal data or use it for targeted advertising or tracking across other companies' apps and websites.

The website sample questions run in your browser without creating an account or sending sample answers to the app's learning history. Reloading resets those answers. The public marketing pages do not set advertising or analytics cookies. Necessary hosting/security processing and any restricted administration sign-in are separate from the demo. The mobile app uses local storage to operate and cache content, not advertising cookies.

Before publication, the operator must identify the production website host and support mailbox provider, and confirm whether any additional analytics or tracking tools will be enabled. This draft describes the current code without additional advertising or behavioural analytics integrations.

5. Who receives data

Access is limited to the operator and people or providers who need it for the purposes above. Providers acting for us must use data only on our instructions, under appropriate confidentiality, security and data-protection obligations that provide protection at least equivalent to this policy and applicable requirements.

- Supabase: authentication, account and learning records, subscription access records, reminder delivery records, backend functions and animal media hosting.
- RevenueCat: purchase verification, subscription management, entitlement synchronisation and subscription reporting. Our integration identifies your account using its learner ID; it does not deliberately send your name or email address as subscriber attributes.
- Expo, Apple Push Notification service and, on Android, Google Firebase Cloud Messaging: delivering optional notifications using device push identifiers and message content.
- Resend and our support mailbox provider: delivering question feedback and processing support correspondence. A question report is sent to our support inbox and may include your email address as the reply address.
- Apple, or Google for Android purchases: sign-in where offered, store payments and platform services. They also process some data independently under their own privacy notices.
- Website and infrastructure providers: serving pages and files and handling necessary network and security records. See section 4 for our website setup.
- Authorities or professional advisers: only where required by law or necessary to handle a specific legal claim, with appropriate safeguards. Opening an external source, licence or store link takes you to a service with its own privacy notice. Externally hosted animal images, where used, also expose normal image-request information to that host.

6. International processing

Some providers and their subprocessors operate outside the European Economic Area, including in the United States. An EU database region does not by itself prevent international processing by support, payment, email or notification providers.

Where data is transferred outside the EEA, we must ensure a lawful transfer mechanism: an applicable European Commission adequacy decision or appropriate safeguards such as the EU Standard Contractual Clauses, with additional measures where needed. You can contact us for information about the safeguards applicable to your data and a copy, with confidential information redacted where necessary.

Production confirmation remains outstanding: the selected database region, provider/subprocessor locations, applicable data-processing agreements and the transfer mechanisms actually in place. This draft is not a statement that those operational checks have already been completed.

7. How long we keep data

We keep personal data only for as long as needed for the purpose for which it was collected or a specific legal obligation. The following periods or criteria apply.

The operator must still confirm and implement the retention schedule for support messages, feedback emails, technical logs, backups and retained billing-event records. No unverified deletion deadline is promised in this draft.

- Account, preferences and completed learning history: while your account exists, to maintain access and progress, until you delete it or a justified earlier deletion applies. Guest data remains linked to its guest identity; uninstalling the app does not send a deletion request.
- Push installations and delivery records: retained to administer your reminder settings and delivery history; switching reminders off stops their use for future reminders but does not by itself erase historical records. Linked records are removed when the account is deleted.
- Subscription access records: while needed to provide and verify paid access; linked entitlement records are removed with your account. Billing-event records may remain with the account reference removed for payment reconciliation and duplicate-event prevention. Removing that reference does not necessarily make every retained identifier anonymous.
- Support and feedback: while resolving your request and for any justified follow-up or legal claim. Copies in our inbox are not automatically erased by in-app account deletion; include them in a privacy request if you want them reviewed.
- Backups and technical logs: subject to the infrastructure retention settings described above. Deleted records can remain in restricted backups until those backups expire; backups are used for recovery, not ordinary app access. Necessary legal records may be retained longer, limited to the information and period the law requires.

8. Delete your account or withdraw a choice

In the app, open Profile and choose Delete account. Email accounts confirm with their password. Guest accounts type DELETE. Apple accounts type DELETE and authenticate with Apple. Successful deletion removes the sign-in identity and linked profile, learning history, reminder records and subscription entitlement records. The process also revokes sessions and the Apple authorisation where applicable, and requests deletion of the RevenueCat customer record when that integration is configured.

Deletion cannot be undone. Limited exceptions are described in section 7. Apple and Google may keep purchase records under their own obligations. Deleting your account or uninstalling the app does not cancel a store subscription: cancel it separately in the store subscription settings.

If you cannot use the app, contact us using section 1 to request deletion or exercise another privacy right. We may ask for proportionate information to verify that the data is yours. A lost guest identity may be impossible to identify securely; contact us before uninstalling if you want to remove guest records.

9. Your privacy rights

Where applicable, you can ask to access or obtain a copy of your data, correct it, erase it, restrict its use or receive data you provided in a portable format. You may object to processing based on legitimate interests for reasons relating to your situation. If we rely on consent, you may withdraw it at any time. These rights have legal conditions and exceptions.

Contact us using section 1. We normally respond within one month; where a lawful extension is necessary, we will explain it within that month. You do not normally have to pay. You can complain to the Dutch Autoriteit Persoonsgegevens or the supervisory authority where you live, work or believe an infringement occurred. You do not need to contact us first.

Learning scores and subscription checks are automated, but we do not use your data for solely automated decisions producing legal or similarly significant effects.

[Autoriteit Persoonsgegevens](#)

10. Children and young people

The intended minimum age and any arrangements for use by children require the operator's confirmation before release. The store content age rating is not by itself an age limit for privacy or contract purposes. If the service is offered to children, age-appropriate information and any legally required parental authorisation must be in place. A parent or guardian who believes a child has supplied personal data without the required authorisation can contact the operator to request a review and appropriate deletion.

11. Security and changes to this policy

We use measures appropriate to the data and risks, including encrypted network connections, authenticated access and controls intended to keep account records accessible only to authorised people. No system is completely secure. Protect your device and sign-in details, and contact us if you suspect misuse.

We update this policy when our processing changes. The date and version identify the current text. We will bring significant changes to your attention through the app, website or an appropriate direct notice before they take effect where required, and obtain fresh consent when required. Dutch and English versions are intended to have the same meaning.