

# LOOP

## Privacy Policy

Effective Date: May 30, 2026 · Last Updated: May 30, 2026

This Privacy Policy explains how Loop ("we," "us," or "our") collects, uses, discloses, and protects personal information when you use the Loop mobile application and related services (the "Service"). It is written to align with our App Store privacy disclosures and applicable law worldwide, including the California Consumer Privacy Act (CCPA/CPRA) and the EU/UK General Data Protection Regulation (GDPR). By using the Service, you agree to the practices described here. If you do not agree, do not use the Service.

### 1. Information We Collect

#### 1.1 Information You Provide Directly

When you create an account or use the Service, you may provide:

- Account information: name, username, email address, profile photo, and bio.
- Trip posts: photos, captions, star ratings, highlights, travel dates, and destination tags.
- Itineraries: planned activities, destinations, dates, and notes.
- Social interactions: comments, replies, likes, and saved posts.
- World map data: countries you mark as visited or on your wish list.
- Feedback and support: messages you send to us via in-app feedback or email.

#### 1.2 Device Permissions We Request

Loop requests the following device permissions. We request these only when needed and explain why in the app at the time of the request:

Permission	Why We Need It	How to Revoke
Photo Library (iOS / Android)	To let you attach photos to trip posts. Only photos you actively select are uploaded. We do not scan or index your library.	iOS: Settings > Privacy & Security > Photos > Loop. Android: Settings > Apps > Loop > Permissions.
Push Notifications (optional)	To notify you of new likes, comments, and replies on your posts. Opt-in only.	iOS: Settings > Notifications > Loop. Android: Settings > Apps > Loop > Notifications. Or adjust in Loop Settings.

#### 1.3 Information Collected Automatically

When you use the Service, we and our third-party service providers automatically collect:

- Usage data: features you use, content you view or interact with (likes, saves, taps, scrolls), and time spent in the app.
- Device information: device type, operating system version, and app version.
- Log data: IP address, access times, and pages or features accessed.
- Crash and performance data: collected via our crash reporting SDK when the app experiences an error. This data is not linked to your identity.
- Analytics data: aggregate usage patterns collected via our analytics SDK to understand how the app is used and improve it.
- Push notification token: a device-specific token generated by Apple (APNs) or Google (FCM) and stored to deliver in-app alerts (likes, comments, replies). This token is linked to your account while notifications are enabled and is deleted when you revoke notification permission or delete your account.

#### **1.4 Location Information**

Loop does not access your device's GPS or precise location. The only location data we collect is the city or destination name you manually type or select when creating a post or itinerary. This is considered coarse location data and is linked to your account.

#### **1.5 Information from Third-Party Sign-In**

If you sign up using Sign in with Apple or Google Sign-In, we receive only the information those services share with us (typically your name and email address, and for Sign in with Apple, optionally a relay email address). We do not receive your Apple ID password or Google password.

## **2. How We Use Your Information**

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We use the information we collect for the following purposes, consistent with our App Store privacy nutrition label disclosures:

- App Functionality: to create and manage your account, authenticate you, enable all features of the Service (home feed, trip planner, world map, discover), prevent fraud, and ensure security.
- Product Personalization: to tailor your feed and destination suggestions to your travel history and interests.
- Analytics: to understand how users interact with the Service, measure the effectiveness of features, and plan improvements.
- Customer Support: to respond to your feedback, questions, and support requests.
- Communications: to send you service-related notifications (new comments, replies, account alerts) and, with your consent, promotional updates about Loop.
- Legal Compliance: to comply with applicable laws and regulations and to enforce our Terms of Service.

We do not use your data for third-party advertising, to display ads in the app, or to share data with advertising networks.

## 3. How We Share Your Information

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### 3.1 With Other Users

Content you post publicly (trip posts, photos, comments, profile details, and your Been/Wishlist world map) is visible to other Loop users. Content set to Friends Only is visible only to mutual followers. You control visibility in app Settings.

### 3.2 Service Providers

We share information with vetted third-party service providers who help us operate the Service, including:

- Cloud infrastructure / database hosting (e.g., Supabase or equivalent).
- Analytics provider (to measure feature usage — e.g., Mixpanel, Amplitude, or PostHog).
- Crash and error reporting (e.g., Sentry, Crashlytics, or Bugsnag).
- Authentication services (e.g., Sign in with Apple, Google Sign-In).
- Push notification delivery (e.g., Expo Notifications or equivalent).

All service providers are bound by data processing agreements that prohibit them from using your data for any purpose other than providing their services to us.

### 3.3 Apple and Google

Apple and Google each collect their own data about how you use apps on their platforms (e.g., App Store analytics, Play Store analytics). That data collection is governed by Apple's and Google's own privacy policies, which we encourage you to review. We are not responsible for their data practices.

### 3.4 Business Transfers

If Loop is involved in a sale, transfer, or winding down of the Loop business or its assets, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

### 3.5 Legal Disclosure

We may disclose your information if we believe in good faith that disclosure is necessary to: (a) comply with applicable law, regulation, legal process, or government request; (b) enforce these Terms or protect Loop's rights; (c) protect the safety of any person; or (d) detect, prevent, or address fraud or security issues.

### 3.6 With Your Consent

We may share your information for other purposes with your explicit prior consent.

### 3.7 What We Do Not Do

We do not sell, rent, or trade your personal information to third parties. We do not share your data with advertising networks or data brokers. We do not use your data to serve third-party targeted advertisements.

## 4. Public Content and Social Features

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Loop is a social platform. Information you share publicly — including your username, profile photo, bio, trip posts, photos, comments, star ratings, and world map — can be seen by all users of the Service and may be indexed or shared. Even after deletion, copies may persist in other users' caches or feeds for a period of time. Please be thoughtful about what personal information you share publicly.

Comments and replies are visible to all users who can view the associated post. You can delete your own comments at any time, but others may have already read them.

## 5. Cookies, Tracking, and App Tracking Transparency

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The Loop mobile app does not use cookies. Our analytics and crash-reporting SDKs may use device identifiers (such as an installation ID) to distinguish between sessions. These identifiers are used solely to operate the Service — they are not used for cross-app advertising tracking.

App Tracking Transparency (iOS 14.5+): Loop does not collect or use Apple's Advertising Identifier (IDFA) and does not engage in cross-app or cross-website tracking as defined by Apple's App Tracking Transparency (ATT) framework. Accordingly, Loop does not present an ATT permission prompt. If this changes in a future version, we will update this policy and request your permission before any tracking begins.

We do not track you across third-party apps or websites and we do not share data with advertising networks or data brokers for targeted advertising purposes. We honor global privacy controls and opt-out signals to the extent required by applicable law.

## 6. Data Retention

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We retain your personal information for as long as your account is active or as needed to provide the Service:

- Account data (name, email, profile): retained until you delete your account, then deleted or anonymized within 30 days.
- User Content (posts, photos, comments, itineraries): retained while your account is active. Deleted within 30 days of account deletion, subject to our ability to remove content already seen by others.
- Usage and analytics data: retained in identifiable form for up to 24 months, then aggregated and anonymized.
- Crash and diagnostic data: retained for up to 12 months.
- Support communications: retained for up to 3 years to resolve disputes or comply with legal obligations.

Anonymized or aggregated data (from which no individual can be identified) may be retained indefinitely for product improvement purposes.

## 7. Your Privacy Choices and Rights

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### 7.1 Access and Correction

You can view and update your account information (name, username, email, bio, profile photo) at any time from your profile settings in the app.

### 7.2 Content and Visibility

You control the visibility of each post (public or friends only) at the time of creation and can change it afterward. You can delete your own posts, comments, and itineraries at any time from within the app.

### 7.3 Device Permissions

You can revoke photo library or notification permissions at any time through your device's operating system settings (see Section 1.2 for instructions). Revoking a permission affects future use; it does not delete data already submitted.

### 7.4 Notifications

You can opt out of push notifications at any time through your device settings or through Loop Settings > Notifications. We may still send you essential account-related messages (e.g., password reset emails).

### 7.5 Account Deletion

You can permanently delete your account from Loop Settings > Delete Account. This removes your profile and all associated User Content from the Service within 30 days. This action is irreversible.

### 7.6 Data Requests

Depending on your jurisdiction, you may have the right to request a copy of, correction of, or deletion of your personal data. To submit such a request, email us at [support@thelooptravel.app](mailto:support@thelooptravel.app) with the subject line 'Privacy Request' and your account email. We will respond within 30 days (or 45 days if we need an extension, with notice).

## 8. California Residents — CCPA / CPRA Rights

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If you are a California resident, the California Consumer Privacy Act (as amended by the California Privacy Rights Act) grants you the following rights:

### 8.1 Right to Know

You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business purposes for collection, and the categories of third parties with whom we share it.

### 8.2 Right to Delete

You have the right to request deletion of personal information we have collected from you, subject to certain exceptions (e.g., information needed to complete a transaction, detect security incidents, or comply with a legal obligation).

### **8.3 Right to Correct**

You have the right to request that we correct inaccurate personal information we hold about you.

### **8.4 Right to Opt Out of Sale or Sharing**

We do not sell personal information or share it for cross-context behavioral advertising. You therefore do not need to opt out, but if our practices change, we will update this section and provide an opt-out mechanism.

### **8.5 Right to Limit Use of Sensitive Personal Information**

We do not collect sensitive personal information as defined under CPRA (e.g., Social Security numbers, financial account numbers, precise geolocation, racial or ethnic origin, biometric data).

### **8.6 Right to Non-Discrimination**

We will not discriminate against you for exercising any of your CCPA/CPRA rights.

### **8.7 How to Submit a Request**

Submit a CCPA/CPRA request by emailing [support@thelooptravel.app](mailto:support@thelooptravel.app) with the subject line 'California Privacy Request.' You may also designate an authorized agent by providing written authorization. We will verify your identity before processing the request.

## **9. EEA, UK, and Switzerland — GDPR Rights**

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If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, the General Data Protection Regulation (GDPR) or equivalent local law grants you additional rights with respect to your personal information.

### **9.1 Legal Bases for Processing**

We process your personal data on the following legal bases:

- Contract (Art. 6(1)(b) GDPR): processing necessary to provide the Service (account management, content delivery, authentication).
- Legitimate Interests (Art. 6(1)(f) GDPR): analytics and service improvement, fraud prevention, security, and enforcing our Terms — where our interests are not overridden by your rights.
- Consent (Art. 6(1)(a) GDPR): push notifications and any optional personalization features. You may withdraw consent at any time.
- Legal Obligation (Art. 6(1)(c) GDPR): where processing is required to comply with applicable law.

### **9.2 Your GDPR Rights**

Right	What It Means	How to Exercise
Access (Art. 15)	Request a copy of the personal data we hold about you.	Email support@thelooptravel.app
Rectification (Art. 16)	Request correction of inaccurate or incomplete data.	Profile Settings or support@thelooptravel.app
Erasure (Art. 17)	Request deletion of your personal data (right to be forgotten), subject to legal exceptions.	Settings > Delete Account or support@thelooptravel.app
Restriction (Art. 18)	Request that we restrict processing of your data in certain circumstances.	Email support@thelooptravel.app
Data Portability (Art. 20)	Receive your personal data in a structured, machine-readable format.	Email support@thelooptravel.app
Object (Art. 21)	Object to processing based on legitimate interests; we must stop unless we have compelling grounds.	Email support@thelooptravel.app
Withdraw Consent	Withdraw consent at any time without affecting the lawfulness of prior processing.	App Settings or support@thelooptravel.app
Lodge a Complaint	Lodge a complaint with your national data protection authority (e.g., ICO in the UK, or your local EU supervisory authority).	Contact your local DPA

We will respond to GDPR rights requests within 30 days (extendable by a further 60 days in complex cases, with notice). We will not charge a fee unless requests are manifestly unfounded or excessive.

### 9.3 EU/UK Representative

As Loop does not have an establishment in the EEA or UK, we are in the process of designating an EU/UK representative as required by GDPR Article 27. Representative contact details will be published in this section once appointed. In the meantime, all GDPR inquiries should be directed to support@thelooptravel.app.

Note for EEA/UK/Switzerland users: Your personal data is transferred to and processed in the United States. We rely on Standard Contractual Clauses (SCCs) and equivalent transfer mechanisms — see Section 12 (International Transfers) for details.

## 10. Children's Privacy

The Service is not directed to children under 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and believe your child under

13 has created an account or provided us with personal information without your consent, please contact us at support@thelooptravel.app. We will delete the information and the account promptly upon verification.

Users between the ages of 13 and 18 may use the Service only with verified parental or guardian consent. We do not knowingly share the personal information of users under 18 with third parties for their own marketing purposes.

## 11. Security

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We implement technical and organizational measures designed to protect your personal information from unauthorized access, use, alteration, or destruction. These measures include encryption of data in transit (TLS/HTTPS), access controls, and regular security assessments of our infrastructure.

**Data Breach Notification:** If we become aware of a security breach that materially affects your personal information, we will notify you without undue delay and, where required by law, within 72 hours of discovery (for EEA/UK users under GDPR) or within the timeframes required by applicable U.S. state law. Notification will be made via email to your registered address and/or prominent in-app notice.

You are responsible for maintaining the security of your account credentials. Do not share your password with anyone.

## 12. Third-Party Services

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The Service may display images from third-party sources (such as Unsplash) and may link to third-party websites, apps, or services. This Privacy Policy applies only to the Loop Service. We are not responsible for the privacy practices of any third party. We encourage you to review the privacy policies of any third-party service you access in connection with Loop.

Third-party SDKs integrated into the app (analytics, crash reporting, authentication) may collect data independently as described in their own privacy documentation. We require all such providers to handle your data in compliance with applicable privacy law.

## 13. International Transfers

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Loop is operated in the United States. If you access the Service from outside the U.S. — including from the European Economic Area (EEA), United Kingdom, or Switzerland — your information will be transferred to and processed in the United States, where data protection laws may differ from your home jurisdiction.

For transfers of personal data from the EEA, UK, or Switzerland to the United States, we rely on appropriate safeguards such as Standard Contractual Clauses (SCCs) approved by the European Commission (or equivalent approved mechanisms under UK/Swiss law) when entering into data processing agreements with our service providers. By using the Service, you acknowledge this transfer.

## 14. Do Not Track

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Some browsers and devices transmit "Do Not Track" (DNT) signals. Because there is no industry-wide standard for how to respond to DNT signals, the Service does not currently alter its data collection or use practices in response to DNT signals. If a standard is adopted, we will update this section accordingly.

## 15. Changes to This Privacy Policy

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We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or features. When we do, we will update the effective date above and post the revised policy within the app and at [thelooptravel.app/privacy.html](https://thelooptravel.app/privacy.html). For material changes, we will provide at least 30 days' advance notice via an in-app notification or email to your registered address. Your continued use of the Service after the effective date constitutes your acceptance of the revised policy.

## 16. Contact Us

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For questions, concerns, or privacy requests, contact us at:

### **Loop — Privacy Team**

Email: [support@thelooptravel.app](mailto:support@thelooptravel.app)

Subject line for data requests: Privacy Request