

ZYHMAX PRIVACY POLICY

Effective Date: 14 July 2025 • Last Updated: 14 July 2025

1. Introduction and Scope

This Privacy Policy explains how **Maxwell Kaufmann, doing business as “ZYHMAX,”** (“ZYHMAX,” “we,” “our,” or “us”) collects, uses, discloses, and safeguards the personal information of individuals (“you” or “users”) who install or use the ZYHMAX iOS mobile application (bundle identifier “com.zyhmax.app”) or otherwise interact with our services (collectively, the “Services”). By accessing or using the Services, you acknowledge that you have read and understood this Privacy Policy.

2. Eligibility—Adults Only

ZYHMAX is a dating platform intended **solely for persons who are at least eighteen (18) years of age**. We do not knowingly collect personal information from anyone under 18. If we become aware that such information has been collected, we will delete the account and associated data without notice.

3. Categories of Information We Collect

We collect the following types of information, either directly from you, automatically from your device, or from our service providers:

a. Account Information. Phone number and SMS verification code supplied during registration, along with any session or authentication tokens generated thereafter.

b. Profile and User-Generated Content (“UGC”). Photographs, biography text, public posts, and messages you create, upload, or transmit through the Services.

c. Location Data. Precise, continuous GPS coordinates, provided only after you grant the iOS location permission. Location may be processed in the foreground or background to display nearby matches.

d. Usage and Diagnostic Data. In-app interaction events, feature usage statistics, and crash or performance logs gathered via third-party analytics and monitoring software (PostHog and Datadog).

e. Device Identifiers and Technical Data. Device model, operating-system version, IP address, and related diagnostics automatically provided by the device or collected through the aforementioned analytics tools.

ZYHMAX **does not** access Apple’s Identifier for Advertisers (IDFA) or engage in activity that constitutes “tracking” under Apple’s App Tracking Transparency (ATT) framework; the ATT consent prompt therefore will not be shown.

4. Purposes of Processing

We process your personal information for the following purposes:

1. **Service Delivery.** To create and manage your account, authenticate you, and provide core dating functionality such as discovering, displaying, and messaging potential matches.
 2. **Personalisation.** To tailor match results and user feeds based on your profile information, preferences, and location.
 3. **Safety and Compliance.** To verify identity, detect and prevent fraud or unlawful conduct, and enforce our Community Guidelines.
 4. **Analytics and Improvement.** To monitor application performance, diagnose errors, and improve features using aggregated statistics from PostHog and Datadog.
 5. **Legal Obligations.** To comply with applicable laws, court orders, or other binding legal requirements.
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5. Legal Bases for Processing (EU/UK Users)

Where the General Data Protection Regulation (“GDPR”) or UK GDPR applies, we rely on:

- **Contractual Necessity** – to provide the Services you request;
 - **Consent** – for processing precise location data and any optional features you enable;
 - **Legitimate Interests** – to maintain platform security, prevent fraud, and perform internal analytics (our interests are balanced against your rights); and
 - **Legal Obligation** – when processing is necessary to comply with judicial or regulatory requirements.
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6. Disclosure of Information

We **do not sell** personal information. We disclose data only as described below:

- **Service Providers.**

- *PostHog*: pseudonymised usage analytics.
- *Datadog*: crash reports and performance metrics.
- *Microsoft Azure (East US)*: cloud hosting and storage for all back-end data.

Each provider may access information solely to perform services on our behalf, subject to contractual confidentiality and security obligations.

- **Legal Authorities.** Where required by law, court order, or to protect the rights, property, or safety of ZYHMAX, our users, or others.
 - **Other Users.** Public profile content, photos, and messages you intentionally share are visible to the recipients or to the community as designed.
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7. Data Retention

Profile information, photographs, and messages remain on our servers until you delete your account.

You may do so at any time in **Settings** → **Delete Account** or by emailing help@zyhmax.com.

Analytics and diagnostic logs are retained only as long as reasonably necessary for troubleshooting and service improvement, after which they are aggregated or erased. Information subject to legal holds may be retained longer as required by law.

8. Your Rights and Choices

Depending on your jurisdiction, you may have the right to request access to, correction of, or deletion of your personal information; to obtain a portable copy; to restrict or object to certain processing; or to opt out of disclosures defined as “sharing” under the California Privacy Rights Act (CPRA). To exercise any of these rights, contact help@zyhmax.com. We will verify your identity (for example, through an SMS code) and respond as required by applicable law (within 30 days for GDPR requests).

9. Security Measures

We employ administrative, technical, and physical safeguards designed to protect personal information:

- All network traffic is encrypted **in transit** using TLS 1.2 or higher.
- Production systems on Azure require multi-factor authentication and role-based access controls.
- Azure resources accessible only to authorised personnel.
- Continuous monitoring and vulnerability alerting are provided by Datadog.

No security measure is perfect; therefore we cannot guarantee absolute security.

10. International Data Transfers

All information is stored and processed in the United States. By using the Services, you acknowledge that your data will be transferred to, stored, and processed in the U.S., where privacy laws may be less stringent than those in your country of residence.

11. Push Notifications

ZYHMAX may in the future collect Apple Push Notification device tokens associated with your account to send transactional alerts such as new match notifications or message receipts. If and when this feature is activated, we will update this Privacy Policy before any such tokens are collected.

12. Cookies and Similar Technologies

ZYHMAX does not set cookies within the native iOS application. Third-party websites opened through in-app web views may employ their own cookies in accordance with their respective privacy policies.

13. Changes to This Privacy Policy

We may modify this Privacy Policy at any time. When we do, we will **post the revised version in-app and update the “Last Updated” date above**. If a change materially affects your rights or how we use your data, we will provide an additional notice—such as an in-app alert or email—**before** the update becomes effective. Your continued use of the Services after the effective date constitutes acceptance of the revised policy.

14. Contact Information

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

Privacy Team – ZYHMAX

4350 Knox Road

College Park, Maryland 20740, USA

Email: help@zyhmax.com

