

## **IM-OK PRIVACY NOTICE**

Last updated: 22 January 2026

This Privacy Notice explains how we collect, use, store, and disclose your personal data when you use IM-OK (the “App”), and describes your rights under applicable data protection laws, including the EU General Data Protection Regulation (“GDPR”).

Please read this Privacy Notice carefully before using IM-OK.

### **1. ABOUT US**

IM-OK is operated by Bfriendz Ltd, Limassol, Cyprus (“we”, “us”). We act as the Data Controller for the personal data processed through the IM-OK mobile application.

### **2. LAWFUL BASIS FOR PROCESSING**

We process your data based on:

- **Contractual Necessity:** To provide the check-in and alert services you request.
- **Consent:** For the collection of your emergency contact’s details (which you confirm you have permission to share).
- **Legitimate Interests:** To ensure app security and improve performance.

### **3. DATA WE COLLECT & MINIMIZATION**

In accordance with the principle of Data Minimization, we collect only what is strictly necessary:

- **Account Info:** Your name/nickname and email address.
- **Safety Data:** Daily check-in timestamps.
- **Contact Info:** The email address of your designated trusted contact.
- **Technical Data:** Device model, OS version, and crash logs (anonymized where possible).

### **4. HOW WE SHARE YOUR DATA**

- **Your Trusted Contact:** If you miss two check-ins, we share your status (“Missed Check-in”) with your designated contact via email.
- **Service Providers:** We use secure cloud infrastructure (e.g., AWS or Google Cloud) and email delivery services (e.g., SendGrid) to send alerts.

### **5. DATA RETENTION & DELETION**

- **Retention:** We do not create permanent user accounts. Your data (such as your contact's email) is linked to a unique, anonymous Device ID generated by the App. This information is stored on our secure servers only for as long as the App is installed and active on your device.
- **Right to Deletion:** Since the Device ID is tied specifically to the App installation, deleting the App from your device effectively terminates the link to your data. We perform periodic database clean-ups to remove data associated with inactive Device IDs. You may also request the immediate removal of your data from our servers at any time by contacting us at [support@im-ok.today](mailto:support@im-ok.today). Please note that once the App is deleted, we may no longer be able to identify your specific record unless you provided your Device ID prior to uninstallation.

## **6. SECURITY MEASURES**

We use industry-standard encryption (TLS/SSL) for all data in transit. As a Cyprus-based company, we store data on secure servers within the European Economic Area (EEA).

## **7. YOUR GDPR RIGHTS**

Under the GDPR, you have the right to:

- Access and Rectify your data.
- Object to or Restrict processing.
- Data Portability (receive a copy of your data).
- Lodge a complaint with the Cyprus Commissioner for Personal Data Protection ([www.dataprotection.gov.cy](http://www.dataprotection.gov.cy)).

## **8. CHILDREN'S PRIVACY**

IM-OK is a 4+ rated app, but we require parental consent for users under 18 to agree to our terms. We do not knowingly collect data from children without such consent.

## **9. CONTACT**

For any privacy-related inquiries, contact our Data Protection Lead:

Email: [support@im-ok.today](mailto:support@im-ok.today)

Address: Office 101, City Gardens, 16 Valtetsiou, 3091, Limassol, Cyprus