

Privacy Policy for Lumbar

Last updated: July 5, 2025

Lumbar (“we,” “our,” or “us”) values your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use the Lumbar app (the “App”), available on iOS through the Apple App Store. You can optionally use the App in Guest Mode without signing up, or create an account for additional features. By using the App, you consent to the data practices described in this policy.

1. Information We Collect

We collect the following categories of information:

a. Personal Information

- Email address: When you create an account using email and password.
- User-generated content: Ratings and optional comments you provide about restaurants.
- Guest Mode: If you use the App in Guest Mode, you are assigned a unique anonymous identifier. No personal information is collected unless you choose to sign up for an account.

b. Location Information

- Approximate and precise location: Collected only when you grant permission, to help locate nearby restaurants.

c. Usage Information

- App usage events (e.g., which screens you visit, when you submit a rating, tap for directions, etc.) for analytics and feature improvement.

- User count tracking: We track the total number of users to understand app usage and growth. Although registered user accounts may include an email address, this count is used only in aggregate and is never used to identify or contact individuals.

d. Device Information

- Device model, OS version, and App Check signals (e.g., DeviceCheck/App Attest) used to verify the legitimacy of your device and enhance security.

2. How We Use Your Information

We use your information to:

- Provide core features of the App (e.g., showing nearby restaurants, allowing you to rate and view ratings)
- Secure access to backend services using Firebase Authentication and App Check
- Improve the App's performance, usability, and comfort ratings accuracy
- Prevent fraud and abuse of the service

We do not use your information for tracking you across third-party apps or websites.

3. Sharing Your Information

We do not sell or rent your personal data. We may share data only in the following ways:

- With Firebase (Google) services for authentication, storage, and security enforcement
- With Google Maps/Places APIs, but only after removing personally identifiable information
- When required by law or to protect our rights or comply with a judicial proceeding

4. Data Security

We implement technical and organizational measures to protect your information:

- All API interactions are routed through Firebase Functions with strict App Check enforcement
- Firestore rules ensure only authenticated users can write or view their own data
- All passwords are securely handled by Firebase Authentication; we never store them ourselves

5. Data Retention

We retain your data for as long as your account is active or as needed to provide you with services. You may delete your account and all associated data directly within the Lumbar app. If you need help or encounter any issues, contact us at eric@lumbarapp.com.

6. Your Rights

You may:

- Delete your account and all associated data
- Withdraw location access at any time via your device settings

7. Children's Privacy

The App is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that such information has been collected, we will delete it immediately.

8. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you through the App or by other means. Continued use of the App after such notice constitutes your agreement to the changes.

9. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us:

- **Email:** eric@lumbarapp.com
- **App Name:** Lumbar
- **Developer:** Eric Winchell