

Tiki Privacy Policy

For the Tiki app on iPhone, Apple Watch and Android, and the website tikis.app · Last updated 30 October 2026

Draft for legal review. Written from what the app actually does, as a starting point for a solicitor. It is not legal advice. Fill in the highlighted details before publishing.

The short version

- Tiki works without an account. Without one, everything stays on your phone.
- If you create an account, your training and diet data is stored with our database provider in London, so it can sync between your devices. You can delete your account and that data at any time, in the app.
- Heart-rate readings stay on your phone. Workout heart-rate and calorie *summaries* only leave it if you turn on sync or choose to share a workout.
- We don't sell your data and we use no analytics. Health, diet and body data are never used for advertising.
- Ads are non-personalised unless you agree otherwise. A one-off payment removes them.

1. Who we are

Tiki is provided by **Tiki Apps** ([legal name, e.g. "Tariq Khan trading as Tiki Apps" or "Tiki Apps Ltd, company number ..."]), 7 The Broadway, Preston Road, Wembley, HA9 8JT, United Kingdom ("we", "us"). We are the **data controller** for the personal data described here. ICO registration number: [ZA.....].

Questions, requests or complaints about privacy: tiki@tikisapps.com.

This policy covers the Tiki app (iPhone, Apple Watch and Android), its online features (accounts, sync, chat and workout sharing) and our website tikis.app. "UK GDPR" means the UK General Data Protection Regulation, read with the Data Protection Act 2018.

2. What we use, why, and our lawful basis

Health, diet and body information is "special category" data. We only use it with your **explicit consent**, which you give when you enter it or switch on the feature that uses it. You can withdraw that consent at any time (see section 8).

Data that stays on your phone unless you sign in

Data	Where it is	Why	Lawful basis
Workouts, routines, sets, weights, reps, custom exercises	Your phone; our database if you're signed in	To run the app and sync it	Contract
Food diary, custom foods, saved meals, nutrition targets	Your phone; our database if you're signed in	Diet tracking you ask for	Contract; explicit consent where it reveals health information
Body weight, height, year of birth, sex (for the calorie formula), activity level, goal	Your phone; our database if you're signed in	Calorie and macro estimates	Explicit consent. Delete it in the calculator with "Forget my details"
Second-by-second heart rate from a Bluetooth strap	Your phone only , plus any backup you export (encrypted with your passphrase)	Heart-rate summaries	Explicit consent (you connect the strap)

Workout heart-rate average and maximum, and calories	Your phone; our database only if you turn on "Sync heart-rate & calorie summaries"	Show them on your other devices	Explicit consent. Turning sync off deletes them from our database
Apple Health / Health Connect: heart rate and active calories	Read on your phone only, for a workout's time window. The Tiki watch app also saves strength workouts to Apple Health	Live heart rate in workout mode and workout summaries	Explicit consent (in-app explanation, then the system permission). Turn it off in Profile or your device settings
Workout in progress, and live heart rate, on the Tiki Apple Watch app	Sent between your iPhone and your watch over Apple's WatchConnectivity. Your iPhone keeps the record; live readings are shown, not stored	Logging a workout from your watch	Contract; explicit consent for heart rate
Camera (barcode scanning) and rest-timer notifications	On your phone only. No images are kept or sent	Finding foods and reminding you when rest ends	Contract (with your system permission)

Data we hold if you create an account or use chat

Data	Where it is	Why	Lawful basis
Email address, and your password (stored hashed by our auth provider)	Our database	Your account, sign-in and password resets	Contract
Username	Our database; visible to people in your chats	Chat and sharing	Contract
Date of birth (only if you turn on chat)	Our database. Never shown to others and can't be changed	Checking you are 16+ for chat and 18+ for public sharing	Legal obligation; legitimate interests (child safety)
Chat messages, groups, one-to-one chats, invites and blocks	Our database; messages are also cached on your phone	To provide chat	Contract
Workout summaries you share (date and start time, duration, average heart rate, active calories, your username)	Our database. Visible to the contacts you choose or, with "Public" (18+ only), to everyone who has chat on. Never shown to people you've blocked or who have blocked you	Sharing, only when you tap Share. You can stop sharing at any time	Explicit consent
Reports, moderation decisions, and messages caught by our safety filter	Our database. A report keeps a copy of the message. Filtered messages show as "*****" to others, and moderators see the original	Keeping chat safe; Online Safety Act duties	Legal obligation; legitimate interests (user and child safety)

Ads, purchases and food lookups

Data	Who receives it	Why	Lawful basis
Device and advertising identifiers (on iOS, only if you allow tracking), IP address, ad interactions	Google AdMob	Showing the banner that keeps Tiki free	Consent (the consent form shown in the UK/EEA, and Apple's tracking prompt) for personalised ads; legitimate interests for non-personalised ads
Purchase of the ad-free unlock, linked to an anonymous purchase id and your Tiki account id if you're signed in	Apple or Google, and RevenueCat	Restoring your purchase and syncing it to your devices	Contract
A barcode you look up that isn't in Tiki's built-in list	Open Food Facts (only the barcode is sent)	Finding the product	Contract

Our website

When you visit tikis.app, our hosting provider processes your IP address and basic request details to deliver the page and keep it secure (legitimate interests). **[Confirm: the website sets no cookies and uses no analytics. If it does, list them here and add a cookie banner.]** If you email us, we use your email and message to reply.

3. What we never do

- We **never** sell personal data.
- We **never** send health, diet or body data to AdMob or any other advertising, analytics or crash-reporting service. No keywords or content go with ad requests, and the app is built so that its ad code can't access health or diet data.
- We use no analytics or tracking SDKs. Ads never appear in workout mode.
- We don't make decisions about you based solely on automated processing that have legal or similarly significant effects. The chat safety filter masks messages and sends them to a human moderator, who makes any decision about your account.

4. Who we share data with

- **Supabase** (database, accounts and chat). Servers in **London**. Our processor.
- **RevenueCat** (purchases). Your purchase id, Tiki account id and purchase history. Our processor, based in the US (see section 5).
- **Google AdMob** (ads). Google acts as an independent controller for some purposes. See Google's policy at policies.google.com/privacy.
- **Apple and Google**, for app stores, purchases, Apple Health, Health Connect and WatchConnectivity.
- **Open Food Facts**, only the barcode you look up.
- **Email delivery provider** **[name, e.g. Resend or Postmark]**, for account confirmation and password-reset emails. Our processor.
- **The police and other authorities**, where the law requires it or to protect someone from serious harm. For example, we report suspected child sexual abuse to the National Crime Agency (CEOP) or the Internet Watch Foundation.
- **A buyer of our business**. If Tiki is sold or transferred, your data may be transferred to the new owner, who may only use it as this policy describes. We will tell you first.

5. Transfers outside the UK

Your account, sync and chat data is stored in London. RevenueCat and Google may process data in the United States and other countries. Where they do, the transfer is protected by the UK Extension to the EU-US Data

Privacy Framework (the "UK-US data bridge") where the provider is certified, or by the ICO's International Data Transfer Agreement or Addendum. [Confirm each provider's mechanism.] You can ask us for a copy of the safeguards.

6. How long we keep it

- **On your phone:** until you delete it or the app. Signing out removes your account's data from the phone.
- **In our database:** until you delete the item or your account. When you delete an item we keep a short deletion record so your other devices learn about it, then erase that record after 90 days.
- **Account deletion** (Profile → Delete account) immediately deletes your account, username, synced data, chat messages, shared workouts and memberships.
- **Reports and moderation records:** 12 months after the last decision, then deleted automatically. Open reports are kept until reviewed. A report keeps a copy of the reported message and username, even if that person deletes their account. We may keep a record for longer if it's needed for a legal claim or has been reported to the authorities.
- **Our provider's backups:** deleted data may remain in encrypted backups for up to [X] days before it is overwritten.
- **Backups you export** are files you control. We can't open them or recover the passphrase.

7. Children

Tiki is for people aged 13 and over. Chat is only for people aged 16 and over, checked against the date of birth given when chat is turned on, which can't be changed. Public workout sharing is only for people aged 18 and over. Weight-loss targets aren't offered to anyone who may be under 18. Settings are private by default: chat, health-summary sync and sharing are all off until you turn them on. If you believe a child under 13 is using Tiki, contact us and we will delete their account.

8. Your rights

Under UK GDPR you have the right to:

- **access** your data and get a copy of it;
- **correct** data that is wrong or incomplete;
- **delete** your data. Use Profile → Delete account, or ask us;
- **restrict** or **object to** how we use it, including where we rely on legitimate interests;
- **data portability**. Use Profile → Export a backup, or ask us for a copy in a machine-readable format;
- **withdraw consent** at any time, without affecting what we did before. You can turn off health-summary sync, choose "Forget my details" in the calculator, disconnect a strap, revoke Health permissions, stop sharing a workout, or change your ad choices in Profile → Privacy & ads.

To make a request, email tiki@tikisapps.com. It's free, and we will reply within **one month**. We may extend this by up to two more months for complex requests, and if we do we'll tell you why. We may need to confirm your identity first.

If you're unhappy with how we handle your data, please contact us first. You also have the right to complain to the **Information Commissioner's Office** (ico.org.uk, 0303 123 1113).

9. Security

- Data is encrypted in transit (HTTPS) and stored with our database provider, who encrypts it at rest.
- Database rules mean each person can read only their own data and the chats they belong to.
- Sign-in tokens are stored encrypted on your phone, with a key that never leaves the device.
- Exported backups are encrypted with AES-256-GCM using a key derived from your passphrase.
- Only named staff can see moderation reports, and every decision is logged.

If a breach puts your rights at high risk, we will tell you and the ICO as the law requires. To report a security concern, email tiki@tikisapps.com.

10. Changes to this policy

We'll update this policy when Tiki changes, and change the date at the top. If a change is significant, we'll tell you in the app before it takes effect. Where a change needs your consent, we'll ask for it.