

Trace

Privacy Policy

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Trace is a food and symptom diary. You tell it what you ate and how you felt; it looks for patterns between the two. That only works if you are honest with it, and you can only be honest with something you trust. This document explains exactly what we collect, where it goes, and how to make it disappear.

1. Who we are

Trace is operated by Pulse Circle L.L.C-FZ (“we”, “us”), a company registered in the United Arab Emirates. We are the controller of the personal data described here. You can reach us at **hello@pulsecircle.studio**.

2. What we collect

Data	What it is	Why we have it
Account identity	Your email address, or the identifier Apple gives us if you use Sign in with Apple. The address is stored encrypted; we match logins against a one-way hash of it.	So your diary follows you to a new phone.
Diary content	What you record: meals, dishes, ingredients, symptoms, intensity, context, and the times you attach to them.	This is the product. Without it there is nothing to analyse.
Derived analysis	Your food map, item statuses, observations, weekly digests and any doctor report you generate.	Produced from your diary, kept so the map has a history.
Onboarding answers	The symptoms you track, diets you follow, foods you already suspect, and your reminder time.	To start the map on day one instead of week three.
Device and app data	An installation identifier, app version, OS version, time zone, locale, and — if you allow notifications — a push token.	To deliver reminders and to know which app version reported a bug.
Subscription status	Identifiers and status Apple sends us for your purchase.	To unlock paid features. We never see your card.
Product analytics	Events from a fixed published list — screens opened, paywalls shown, onboarding steps — with a handful of non-identifying properties.	To see where the app confuses people.
Attribution and device identifiers	A device identifier from AppsFlyer; the identifier Apple gives our app on your device (IDFV); the IP address your device connected from, stored when you sign in and refreshed when the app checks in; and your answer to the tracking permission prompt.	To know which advertisement led to an install and a purchase, and to measure that correctly. These leave our servers only alongside a subscription event — never with anything from your diary.

3. What we never collect

- **Audio.** When you dictate an entry, speech is recognised on your device by iOS and only the resulting text is sent to us. Recordings never leave your phone, and we have no way to request them.
- **Health app data.** Trace does not read from or write to Apple Health. Nothing in HealthKit is visible to us.

- **Location.** We do not collect your location, precise or approximate.
- **Your contacts, photos, calendar or files.**
- **Payment details.** Purchases happen inside Apple's system. We receive a receipt, never a card number.

4. How your entries are processed

Turning “pizza for dinner, bloated by midnight” into a structured entry is done by a large language model. When you save an entry, its text is sent over an encrypted connection to Anthropic, which processes it on our behalf and returns the dishes, ingredients and symptoms it found. Anthropic acts as our service provider under a commercial agreement and does not use this text to train its models.

We keep a technical log of these calls for up to **30 days** so we can debug a bad result, after which the content of the log is deleted. If you delete your account, the content of any logs still within that window is erased immediately.

Everything else the app tells you — observations, weekly digests, the doctor report — is assembled from fixed templates by our own code, not written by a language model.

5. Where your data lives and how it is protected

- Traffic between the app and our servers is encrypted with TLS.
- Everything you wrote, and everything derived from it, is stored in encrypted database columns rather than in plain text.
- Your email address is stored encrypted. Login matching uses a one-way hash, so the address itself is not needed to find your account.
- A doctor report you export as a PDF is available through a signed link that stops working after **24 hours**, after which the file is deleted from disk.
- Access to production systems is limited to the people who operate them.

6. Who else sees it

We do not sell your data and we do not share it for anyone else's advertising. We use a small number of service providers, and each one gets only what it needs to do its job:

Provider	What it receives
Anthropic	The text of an entry, for structuring. No account identity.
Postmark	Your email address, to deliver a sign-in code.
Apple	Purchase and subscription processing; push delivery.
Amplitude	Product analytics events from the published list.
AppsFlyer	Install attribution, the fact that a purchase happened, and the device identifiers listed above.
Meta	Through AppsFlyer, and only if you allowed tracking: that a trial or a purchase happened, so the campaign that led to it can be measured.
Hosting provider	Operates the servers our database runs on.

A line we do not cross. Nothing about your health reaches advertising or attribution systems. AppsFlyer is told that a trial started or a subscription was purchased, which product it was, and the device identifiers that let the advertising platform match it to a campaign. It is never told what you ate, what symptoms you have, or that you recorded anything at all — and the two kinds of data are never joined on our side either.

We may also disclose data if the law requires it, or to protect our rights or someone's safety. If a legal request is unlawful or overbroad, we will challenge it where we can.

7. How long we keep it

Your diary stays until you delete it. You can delete a single entry at any time, or delete your whole account from Settings.

Deleting your account removes your entries, their contents, your symptoms, your map and its snapshots, your observations, your profile, your subscription record and any generated PDF files. Analytics events already recorded are not deleted, but the link between them and you is severed permanently, leaving counts that belong to nobody.

8. Your rights

Depending on where you live, you may have the right to access, correct, export or delete your personal data, to object to or restrict certain processing, and to complain to a supervisory authority. Two of these are built into the app and need no request from you:

- **Export** — Settings gives you a CSV of your whole diary, free, on any plan.

- **Deletion** — Settings deletes your account and its contents.

For anything else, write to **hello@pulsecircle.studio** and we will respond within 30 days. We will not charge you for exercising a right and we will not degrade the app because you did.

Where we rely on consent — notifications, attribution — you can withdraw it in iOS Settings at any time without losing access to the app.

9. Children

Trace is not intended for anyone under 18, and we do not knowingly collect data from children. If you believe a child has given us data, write to us and we will delete it.

10. International transfers

We operate from the United Arab Emirates and use service providers located in the United States and the European Union. Where personal data moves between these places, we rely on standard contractual clauses or an equivalent safeguard.

11. Changes

If we change this policy in a way that matters, we will tell you in the app before the change takes effect. The date at the top always says which version you are reading.

12. Contact

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