

Trace

Terms of Use

Effective 28 August 2026 · Pulse Circle L.L.C-FZ

These terms are the agreement between you and us about using Trace. They are written to be read, not to be survived.

1. The agreement

By downloading or using Trace you agree to these terms. If you do not agree, do not use the app. Trace is operated by Pulse Circle L.L.C-FZ (“we”, “us”), a company registered in the United Arab Emirates. How we handle your data is described separately in our Privacy Policy at trace.pulsecircle.studio/privacy, which forms part of this agreement.

2. Trace is not medical advice

Read this part even if you skip the rest. Trace is a diary and a pattern-finding tool for general wellness. It is not a medical device, it does not diagnose or treat anything, and nothing it shows you is a medical opinion.

A pattern is a correlation, not a cause. Trace can tell you that cheese appeared on four of your five symptom days; it cannot tell you that cheese caused them. Only a clinician can.

Never delay seeking medical care, and never start, stop or change a treatment or an elimination diet, because of something Trace showed you. If your symptoms are severe, sudden or worsening, contact a doctor or emergency services.

The doctor report exists to give a clinician your data in a readable form. It is a summary of what you recorded — not a referral, a diagnosis or a recommendation.

3. Who may use Trace

You must be at least 18 years old and able to enter a binding contract. You may not use Trace if applicable law bars you from doing so.

4. Your account

Trace needs an account. Your entries are analysed on our servers, and the account is what ties that analysis — and the quotas that come with it — to you. You create one with Sign in with Apple or a one-

time code sent to your email, before your first entry. An account also lets your diary survive a lost phone.

Keep access to your email or Apple ID secure — anyone who has it can reach your diary. Tell us promptly if you believe someone else has got in. You are responsible for what happens under your account.

5. Subscriptions and payment

Trace has a free tier. A subscription unlocks the analysis layer: item statuses, observations, weekly insight and the doctor report. Recording entries, browsing your journal and exporting your data as CSV are free on every plan and will stay that way.

- **Prices and any free trial are shown in the app before you buy**, in your local currency, as supplied by the App Store. What you see on the screen at the moment of purchase is what applies.
- **Subscriptions renew automatically** until you cancel. Apple charges your account within 24 hours before each period ends.
- **Cancel any time** in the App Store subscription settings on your device. Cancelling stops the next renewal; access continues until the end of the period you paid for. Deleting the app does not cancel a subscription.
- **If a free trial is offered**, cancelling before it ends avoids the charge. Any unused part of a trial is forfeited when you purchase.
- **Payment, refunds and billing disputes are handled by Apple** under its terms. We cannot issue refunds ourselves; requests go to Apple Support.
- **Prices can change**. A change never applies to a period you have already paid for, and Apple will ask you to confirm before an increased price is charged.

6. Your content

What you record in Trace is yours. We claim no ownership of it.

You grant us a limited licence to store, process and display that content for the sole purpose of operating the app for you — structuring an entry, building your map, generating a report you asked for. This licence exists so the software can function; it ends when you delete the content or your account. We do not use your diary to train models, and we do not publish it.

You are responsible for what you record. Do not put other people's personal or health information into Trace without their agreement.

7. Using Trace properly

Do not break the app or use it to harm others. Specifically, do not:

- reverse engineer, decompile or tamper with the app, except where law expressly permits it;

- access the service by automated means, or in volumes that degrade it for others;
- attempt to reach another person's account or data;
- resell, sublicense or commercially redistribute the service;
- use Trace to provide clinical services to other people.

Fair-use limits apply to processing an entry so that one account cannot consume the capacity of many. Current limits are shown in the app.

8. Availability and changes

We aim to keep Trace running but we do not promise uninterrupted service. Maintenance, an outage at a provider, or a change to iOS can all interrupt it. We may change or discontinue features. If we discontinue the service, we will give you reasonable notice and time to export your data.

9. Disclaimers

To the fullest extent permitted by law, Trace is provided “as is” and “as available”, without warranties of any kind, whether express or implied, including merchantability, fitness for a particular purpose and non-infringement. We do not warrant that the analysis is accurate, complete or suitable for any decision about your health.

Some jurisdictions do not allow the exclusion of certain warranties, so parts of this section may not apply to you.

10. Limitation of liability

To the fullest extent permitted by law, we are not liable for indirect, incidental, special, consequential or punitive damages, or for loss of data, revenue or profits, arising out of your use of Trace. Our total liability for any claim relating to the service is limited to the greater of the amount you paid us in the twelve months before the claim, or USD 50.

Nothing in these terms limits liability that cannot be limited by law, including for death or personal injury caused by negligence, or for fraud.

11. Ending the agreement

You can stop using Trace at any time and delete your account from Settings. We may suspend or terminate access if you materially breach these terms or if we are required to by law; where circumstances allow, we will warn you first and give you a chance to export your data. Sections 6, 9, 10 and 12 survive termination.

12. Governing law

These terms are governed by the laws of the United Arab Emirates, without regard to conflict-of-law rules, and the courts of the United Arab Emirates have jurisdiction. If you are a consumer, this does not deprive you of the protection of mandatory law in your country of residence, nor of the right to bring proceedings there.

13. Apple

Apple is not a party to this agreement and has no obligation to provide support for Trace. Apple is a third-party beneficiary of these terms and may enforce them against you. Your use of the app must also comply with the Apple Media Services Terms and Conditions.

14. General

If a provision is found unenforceable, the rest stays in force. Our not enforcing a provision is not a waiver of it. These terms, together with the Privacy Policy, are the entire agreement between us about Trace. We may update these terms; if a change is material, we will tell you in the app before it takes effect, and continuing to use Trace after that means you accept it.

15. Contact

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