

LoomaVita Privacy Policy v1.1

Privacy Policy

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Effective date: 2026-08-04

Provider: Loomavita (Pty) Ltd

Governing law: Republic of South Africa (POPIA-minded)

Contact: Support form • support@loomavita.com

Closed beta notice. This policy describes how LoomaVita processes personal information during closed beta. It is written to be POPIA-minded and transparent for Google Play / trust surfaces. It is not a substitute for independent attorney review before open beta or public launch.

1. Who we are

Loomavita (Pty) Ltd (â LoomaVitaâ , â weâ , â usâ) provides the LoomaVita mobile wellness application and related marketing website. We are based in the Republic of South Africa. For registered postal or physical address details, contact us via Support; we do not invent street addresses in this policy.

This policy applies to:

- â The LoomaVita consumer mobile app (iOS / Android)
- â The marketing and support website (including privacy, terms, support, and partner surfaces)
- â Related closed-beta account and service infrastructure

2. What this service is (and is not)

LoomaVita is a wellness companion for health, fitness, diet, family controls, and optional paid AI companion features (â Chikabiâ). It is not a medical device and does not provide diagnosis or treatment. Always seek qualified healthcare professionals for medical decisions.

3. Personal information we collect

Depending on how you use LoomaVita, we may process:

3.1 Account identity

- â Username
- â Email address

- â€¢ Phone number (E.164) used for one-time password (OTP) sign-in
- â€¢ Date of birth (age gate; solo registration is for 18+)
- â€¢ Account status and session metadata (device label, coarse IP for session security, last active)

3.2 Onboarding and profile preferences

- â€¢ Height, weight, goals, fitness level, dietary preferences
- â€¢ Optional conditions and medications you choose to enter
- â€¢ Units, theme, notification preferences
- â€¢ Flow / cycle-related preferences if you enable that feature (sensitive health)

3.3 Health, fitness, diet, and progress data (in-app)

Examples (user-entered or device-derived within the product):

- â€¢ Water, sleep, meditation, health metrics, medications, adherence logs
- â€¢ Workouts, training plans, activity summaries
- â€¢ Meals, grocery lists, recipes, diet preferences
- â€¢ Body measurements and similar progress data
- â€¢ Reminders and in-app notification content you configure

Progress photos, where offered, are treated as device-oriented and are not used as a clinical web dashboard.

3.4 Messages and social features

If you use messaging or related features, message content and membership metadata are processed to deliver those features. Chat content is not exposed to the Chikabi AI agent.

3.5 Chikabi Companion (paid agent)

When you use paid Chikabi features:

- â€¢ Conversation text you send to the agent
- â€¢ Tool proposals and confirmations you approve
- â€¢ Continuity / memory fields the product maintains for the companion experience

Launch / closed-beta policy: there is no free unlimited AI at launch. Access is entitlement-gated. Health definition data (e.g. medications/conditions catalogues) is not freely mutated by the agent except through product-approved, user-confirmed paths.

3.6 Billing and entitlements

- â€¢ App Store / Google Play subscription status signals we receive to unlock paid features
- â€¢ Entitlement records (plan tier, validity)

Payment card details are generally handled by the platform stores / payment processors, not stored as full card numbers in LoomaVita.

3.7 Support and closed beta

â€¢ Support tickets you submit (website or in-app Contact Us)

â€¢ Closed-beta notes / feedback if you are a tagged beta user

â€¢ Legal acceptance records (which document versions you accepted, and when)

3.8 Website / technical logs

â€¢ Basic technical logs (timestamps, request ids, error codes) for security and reliability

â€¢ We minimise PII in logs; we do not intentionally dump health payloads into application logs

4. How we use personal information

We process personal information to:

1. Create and secure your account (OTP, sessions, ban/delete controls)
2. Provide wellness features you use (health, fitness, diet, progress, notifications)
3. Personalise experience based on preferences you set
4. Operate paid Chikabi features when entitled
5. Provide support and closed-beta operations
6. Meet legal obligations and enforce terms
7. Improve reliability, prevent abuse, and audit security-relevant events

We do not sell personal information.

5. Legal bases / POPIA-minded principles

We aim to apply POPIA principles in substance:

Principle How we approach it

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Accountability Loomavita (Pty) Ltd is responsible for this processing

Processing limitation We collect for stated product purposes

Purpose specification Account, product features, support, security, legal compliance

Further processing limitation No sale of personal information; limited secondary use for security/analytics without unnecessary PII

Information quality You can correct profile preferences in-app

Openness This policy + in-app legal viewers

Security safeguards Access control, session revocation, encrypted transit, least-privilege staff tools

Data subject participation Access/correction via Support; self-service delete userdata (see §10)

Where consent is used (e.g. optional sensitive Flow fields or Chikabi thin continuity), you can change related preferences in product settings/onboarding flows where offered.

6. Processors and cross-border hosting

We use reputable processors to host and operate the service. Categories include:

Category	Role (typical)	Notes
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Database hosting	Primary application database	Neon (EU region configuration for closed beta)
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Application hosting	API compute	Fly.io
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Website hosting	Marketing / support site	Vercel (or equivalent)
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SMS OTP provider	Deliver login/register codes	Configured SMS provider (e.g. SMSala / Africa's Talking where configured)
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LLM provider	Paid Chikabi generation	Configured model provider for entitled users only
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App stores	Distribution and subscriptions	Apple App Store / Google Play
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Cross-border transfers may occur because processors operate in multiple regions. We select EU-oriented database hosting for closed beta and apply contractual/security safeguards appropriate to the stage of the product. Staff admin and partner portals are separate from consumer clinical dashboards; the marketing site does not host a consumer health clinical dashboard.

7. Retention

Data	Retention approach (closed beta)
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Active account + domain data	While account is active and needed for the service
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Soft-deleted account	Identity (username/email/phone) held until ops hard purge so the same identifiers cannot silently re-register without support
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Sessions	Revoked on logout, session revoke, or account delete
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Audit events	May retain redacted operational audit rows (no intentional health payload dumps)
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Backups	Infrastructure backups may lag live deletion for a limited period
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Support tickets	Retained as needed to resolve issues and meet legal duties
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Hard purge (freeing phone/email/username for clean re-register) is an ops process, not a self-service instant free of identity uniqueness.

8. Security

We implement layered controls including:

- JWT access tokens + refresh sessions with revocation

- Server-side authorisation on domain APIs

- Rate limits on auth and sensitive public endpoints

â€¢ Structured logging without secret values

â€¢ Role-separated admin/partner access (never consumer agent tools for admin)

No method of transmission or storage is 100% secure. Report suspected security issues via Support.

9. Children

LoomaVita solo registration is for people 18 years or older. Accounts for people under 18 require a parent/guardian invite from a family plan path when available. Do not use the product to collect children's data contrary to this rule.

10. How to delete your data

In the LoomaVita app (self-service)

1. Open Home or Profile
2. Go to Settings
3. Open Personal data
4. Open Edit preferences
5. Tap Delete userdata
6. Read the warning carefully
7. Type exactly: data delete (lowercase, case-sensitive)
8. Tap Delete

What happens:

â€¢ Your personal domain data is erased on a best-effort basis (health, fitness, diet, progress, grocery/recipes, flow pack, notifications prefs/tokens, Chikabi sessions/continuity, and related user-owned rows)

â€¢ Your account is soft-deleted (status = deleted)

â€¢ All login sessions are revoked

â€¢ You are signed out and returned to the landing/sign-in screen

â€¢ The app will not function correctly for that account after delete

Important identity note: Username, email, and phone remain reserved until an ops hard purge. Re-registering with the same phone or email may require Support. Self-service delete does not free those identifiers immediately.

If you cannot use the app

Contact Support: <https://loomavita-web.vercel.app/support> or support@loomavita.com and request account/data deletion assistance.

What delete does not do this phase

â€¢ Does not export a downloadable data package (export is out of scope for this version)

- â€¢ Does not instantly free phone/email/username for a new account
- â€¢ Does not erase all backup media or redacted audit history overnight

11. Your rights (POPIA-minded)

Subject to law and verification, you may request:

- â€¢ Confirmation whether we process your personal information
- â€¢ Access or correction of inaccurate information
- â€¢ Deletion / destruction (self-service ' \$10 or via Support)
- â€¢ Objection to certain processing where applicable

Use Support for rights requests. We may need to verify account ownership.

12. Cookies and marketing site

The marketing site uses functional preferences (e.g. theme) and technical hosting logs. It is not a consumer clinical health dashboard. Partner and admin portals are separate authenticated products with their own access rules.

13. Google Play / closed beta

During closed beta and Google Play testing tracks:

- â€¢ Features may change without notice
- â€¢ Some processors or regions may be adjusted for reliability
- â€¢ Feedback channels (including closed-beta notes for tagged users) may collect free-text you choose to send

14. Changes to this policy

We may update this policy. Material updates will be reflected by version/date on this page and, where required, by updated in-app legal acceptance. Continued use after notice may constitute acceptance where permitted by law.

15. Contact

- â€¢ Support form: <https://loomavita-web.vercel.app/support>
- â€¢ Email: support@loomavita.com
- â€¢ Organisation: Loomavita (Pty) Ltd, Republic of South Africa

End of Privacy Policy v1.1