

BROCKLEY

Privacy Policy

Effective date: September 11, 2025

Company: Brockley AI Inc.

Overview

Brockley AI Inc. ("Brockley AI," "we," "us," or "our") builds a strength-training app that helps you plan and log workouts. This Privacy Policy explains what we collect, why we collect it, how we use and share it, and the choices you have.

We designed Brockley AI to collect only what is needed to provide the service. If anything here changes, we'll update this page and, when appropriate, notify you in-app.

1) What we collect

We collect information in three ways:

a) Information you provide

- Account credentials via Sign in with Apple: Apple gives us a unique user identifier, and (if you allow) your name and an email address (which may be an Apple relay address). We use this only to create and maintain your Brockley AI account.
- Workout data you enter: exercises, sets, reps, weights, rest, notes, program settings, and other training preferences you save in the app.

b) Information collected automatically

- Device and usage data: basic technical data (e.g., IP address, device model, OS version, app version, timestamps) necessary to operate, secure, and troubleshoot the service.
- Crash diagnostics: if you opt in at the iOS system level, Apple may share crash logs and performance diagnostics with us to improve stability.

c) Information from sign-in providers

If we add Google Sign-In in the future, we will receive similar account identifiers (unique ID, email, and—if you permit—name) for the sole purpose of authentication and account management. We will update this Policy before enabling it.

We do not collect precise location data, address books, photos, or microphone/camera content for core functionality. If a future feature needs something new, we'll request permission in iOS first and update this Policy.

2) How we use your information

- Provide the app: create/maintain your account, sync your workouts, show history and stats, and deliver core features.
- Support and safety: respond to support requests, fix bugs, prevent abuse, and protect the integrity of our service.
- Improve the app: analyze feature usage (in a privacy-preserving way) and enhance performance and reliability.
- Legal compliance: meet legal, regulatory, tax, or security obligations, and enforce our terms.

We do not use your workout data for advertising, and we do not sell your personal information.

3) When we share information

We share information only with:

- Service providers (“processors”) who host our infrastructure, store data, send emails, provide us with AI/LLM APIs or provide analytics/diagnostics. They may process your data solely on our instructions and under confidentiality and security obligations.
- Legal and safety or government actors: if required by law or to protect rights, safety, and security of users, the public, or Brockley AI.
- Business transfers: if we undergo a merger, acquisition, or asset sale, your information may transfer under the same privacy commitments.

We do not share your workout data with third parties for their independent marketing.

4) Data retention

- Account & workout data: kept for as long as you maintain an account.
- Diagnostics/logs: kept for a limited period necessary to investigate issues and improve stability.

When you delete your account (see Section 8), we delete or irreversibly de-identify personal data within a reasonable period, except where we must keep some records to comply with law, prevent fraud, or resolve disputes.

5) Security

We use administrative, technical, and physical safeguards appropriate to the sensitivity of the data we handle, including encryption in transit (TLS), access controls, and least-privilege practices. No method of transmission or storage is 100% secure, but we continually work to protect your information.

6) International transfers

We are based in Canada, but we may use service providers in other countries. This means your data may be processed outside your province or country. Where we transfer data internationally, we rely on contractual and other safeguards appropriate to the context to protect your information.

7) Your choices & rights

- Access, correction, deletion: you can access and edit most workout data in the app. You can request deletion of your account and data (see below).
- Email preferences: if we ever send service emails, you can manage preferences or unsubscribe where applicable (transactional emails may still be required).
- System settings: you control crash sharing/diagnostics through iOS settings.

Depending on where you live, you may have additional privacy rights under local laws. We will honor those rights consistent with our legal obligations.

8) Account & data deletion

- By email: you can contact us (see Section 11) to delete your data. We may need to verify your request before completing deletion.

Deleting your account removes your workout data from our active systems, subject to limited legal retention described in Section 4.

9) Children

Brockley AI is not directed to children under 13 and is intended for general fitness users. We do not knowingly collect personal information from children under 13. If you believe a child has provided personal information, contact us and we will take appropriate steps to delete it.

10) Changes to this Policy

We may update this Policy to reflect changes to the app or legal requirements. If changes are material, we will provide a clear notice (e.g., in-app notice or email) and indicate the "Effective date" at the top.

11) Contact us

Email: founder@brockley.ai

If you have questions about this Policy, or wish to make a request regarding your data, please contact us using the details above.

TL;DR

We collect only what we need (account info and your workout entries), use it to run Brockley AI, don't sell it, and share it only with trusted service providers or when the law requires. You're in control—ask us to access or delete your data any time.