

**DRAFT — LEGAL REVIEW PENDING.** Replace via `scripts/upload-legal-pdfs.sh` once final copy is approved.

## Ask Sherpa — Privacy Policy

This is the user-friendly version of the Privacy Policy for your review. It's not the exact wording that will be published — the final published version will be formatted as a formal legal document — but the content matches what will go live.

This Policy explains exactly what information Ask Sherpa collects, how we use it, who we share it with, and what rights users have over their data. It's written to satisfy the strictest applicable laws — Washington state, California, and Canadian (including Quebec) — by default.

Anywhere we need your input, you'll see a placeholder in [BRACKETS].

### THE SHORT VERSION

- We collect what users tell us (sign-in, goals, body metrics, food and weight logs, chat messages) and how they use the app (anonymous analytics).
- We use it to run the coaching service and personalize Sherpa for each user.
- We don't sell data.
- Our AI providers (Anthropic and OpenAI) are contractually prohibited from using your conversations to train their AI models.
- We share limited data only with the providers we need to run the app.
- No one at Ask Sherpa — including Dan Go — reads individual user conversations.
- Users can delete their account anytime. Everything is deleted within 30 days.
- Minimum age is 16.

#### 1. What We Collect

What users tell us:

- Name and email (from Sign in with Apple or Google)
- Gender, date of birth, height, weight, target weight, fitness goal, diet type, activity level, motivations, blockers, current focus
- Food log entries (description, macros, optional photo)
- Weight log entries
- Chat messages with Sherpa
- Subscription status (from Apple or Google)

What Sherpa creates:

- Short summaries of past conversations
- Memories — small pieces of context like "prefers morning workouts" or "follows intermittent fasting"

What the app captures automatically:

- Device type, OS version, app version
- Anonymous usage events (like opening the app, completing onboarding)

What we do not collect:

- We do not integrate with Apple Health or Google Fit
- We do not track location
- We do not access contacts or calendar
- We do not knowingly collect medical diagnoses, medications, mental-health conditions, or allergies. Sherpa is specifically instructed not to ask about these and not to save them if a user volunteers them.

#### 2. How We Use This Information

We use it only to:

- Run the coaching service and personalize Sherpa for each user
- Keep accounts secure and prevent fraud
- Process subscriptions and billing
- Improve the service (anonymous, aggregated patterns only — never individually identifiable conversations)
- Communicate with

users about the service • Comply with the law

We don't use anyone's data to train AI models.

### 3. Who We Share Information With

We share the minimum needed with these companies. Each is contractually required to only use the data for the purpose we specify:

- Anthropic (USA) — Gets user profile fields, chat messages, and Sherpa's memories. Powers Claude, the AI that generates Sherpa's responses. [anthropic.com/legal/privacy](https://anthropic.com/legal/privacy)
- OpenAI (USA) — Gets conversation summary text. Creates the embeddings that let Sherpa remember context. [openai.com/policies/privacy-policy](https://openai.com/policies/privacy-policy)
- Google Firebase (USA) — Gets account info and food photos. Powers sign-in and photo storage.
- Google Cloud Platform (USA) — Hosts our servers and database (everything is stored here).
- Amplitude (USA) — Gets account identifiers and anonymous app events. No chat content, no food logs.
- RevenueCat (USA) — Gets subscription status. Manages subscriptions.
- Apple and Google — Get account identifiers and subscription info. Distribute the app and process payments.

We do not sell or rent personal data. We do not share data with advertising networks. We do not target ads based on user data.

### 4. AI Providers — Important Details

When a user chats with Sherpa, the conversation goes to Anthropic. When we summarize past chats for memory, the summaries go to OpenAI.

No training on your data:

- Anthropic does not use customer API content to train its models. This is a standard term of Anthropic's commercial API terms, effective March 2023.
- OpenAI does not use API content to train its models by default. This is a standard term of OpenAI's API terms, effective March 2023.

Data retention by AI providers:

- Both providers may retain messages for up to 30 days for safety review, abuse monitoring, and legal compliance. After 30 days, data is automatically deleted from their systems. Photos: They're stored only in Firebase Storage.

### 5. How Long We Keep Data

- Account data — until the user deletes their account
- Profile, logs, photos, memories — deleted within 30 days of an account deletion request
- Billing receipts — 7 years (tax law)
- Anonymous usage data — kept indefinitely in aggregated form (can't be traced back to a user)

### 6. Security

Only engineering and approved staff can access production data

Important: No one at Ask Sherpa reads unfiltered individual user conversations for product or marketing purposes. We only ever look at anonymous or aggregated trends.

### 7. Automated Decision-Making (AI Coaching)

Sherpa uses AI to generate personalized coaching responses and recommendations for you. These outputs are produced by large language models based on your profile, food logs, weight history, and prior conversations.

These are not decisions producing legal or similarly significant effects on you. Sherpa doesn't control your access to any service, your eligibility for any benefit, or any decision affecting your

legal rights.

You have the right to:

- Be informed you're interacting with AI (we tell you in onboarding, in this Policy, and on the chat surface itself)
- Provide your input in app
- Modify a Sherpa recommendation
- Stop using the service at any time

## 8. Your Rights

Every user has the right to:

- See the data we have about them
- Correct it if wrong
- Delete it (and the entire account)
- Get a copy in a portable format
- Withdraw consent for processing

Most of this can be done in the app at Settings > Privacy > Manage Data. For everything else, email [PRIVACY EMAIL] and we'll respond within 30 days.

## 9. Children

Ask Sherpa is for users 16 and up. We ask for date of birth at sign-up to enforce this. If we find any data from a user under 16, we delete it immediately.

## 10. International Users

Our servers and most service providers are in the United States. If you sign up from Canada, your data is processed in the US under contractual safeguards (see Appendix C for the full Canadian and Quebec details).

The app is currently available in the US and all of Canada. We'll add more countries in the future with the appropriate legal documentation for each.

## 11. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we'll notify users through the app or by email at least 14 days before they take effect.

## 12. Contact Us

[BUSINESS LEGAL ENTITY NAME] [REGISTERED BUSINESS ADDRESS]

Email: [PRIVACY EMAIL]

WHAT NEEDS YOUR INPUT (Summary)

All placeholders map back to the decisions in the START HERE doc:

- [BUSINESS LEGAL ENTITY NAME] — Decision 1
- [REGISTERED BUSINESS ADDRESS] — Decision 1
- [PRIVACY EMAIL] — Decision 2 (your team sets this up)
- [PRIVACY OFFICER NAME] — Decision 4 (default: Dan Go)

Reply with your answers and we'll finalize the document.

— Alex