

Privacy Policy

Last change: 20.05.2025.

This Privacy Policy outlines how Loyalt ("we" or "us") collects and stores data through the Loyalt mobile application ("the App"). The App is designed to allow users to store their loyalty cards on their mobile device without the need for usernames, emails, or any other personal information. All data collected through the App is stored locally on the user's device and is not transmitted or shared with Loyalt.

Data Collection

We collect the following data through the Loyalt app:

- **Loyalty card information:** This includes information you manually input or scan from your physical loyalty card, such as loyalty program identification number, and any other information associated with the loyalty program.
- **Location data:** When you open a loyalty card in the app, and only if you have granted location permission, the app will automatically save the location of the store where you used the card. This helps you easily find the store when you need to access your loyalty card again.
- **Advertisements:** The Loyalt app displays Google ads. We do not collect or store any information related to these ads. However, please note that Google may collect certain information to display more relevant ads.

Data Storage

All data collected through the Loyalt app is stored locally on the user's mobile device. We do not collect or store any user data on our servers or on any third-party servers.

Data Use

We do not use any data collected through the Loyalt app. All data is stored locally on the user's mobile device and is not transmitted or shared with Loyalt.

Data Sharing

We do not share any data collected through the Loyalt app with any third parties. However, please note that Google may collect certain information to display more relevant ads.

Security

We take reasonable measures to protect the security and confidentiality of the data collected through the Loyalt app. However, no method of transmission or storage is completely secure, and we cannot guarantee the security of the data.

Children's Privacy

The App is not intended for use by children under the age of 13. We do not knowingly collect any data from children under the age of 13.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at support@loyalt.io .

These Privacy Policy is written in Serbian and in English. In the event of a discrepancy between the Serbian and English version, Serbian text is authoritative and relevant.