

FOCUS PRIVACY POLICY

Effective Date: September 10, 2026

Last Updated: September 10, 2026

TeamFocus LLC (“TeamFocus,” “Focus,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you choose to share with us.

This Privacy Policy explains how we collect, use, disclose, store, and protect information when you use the Focus mobile application, website, software, features, subscriptions, integrations, and related services (collectively, the “Service”).

Focus is designed to help users track and understand different areas of their lives, including fitness, nutrition, health and wellness, finances, goals, habits, routines, productivity, and personal development.

Because some of this information may be sensitive, we believe you should understand what information Focus handles and why.

By using Focus, you acknowledge the practices described in this Privacy Policy.

1. INFORMATION WE COLLECT

The information Focus collects depends on which features you use, what information you choose to provide, and which integrations or permissions you enable.

We may collect the following categories of information.

A. Account Information

When you create or manage a Focus account, we may collect information such as:

- your name;
- username;
- email address;
- profile photo;
- account identifiers;
- authentication information;
- age or date of birth, if requested;

- preferences; and
- other information associated with your account.

We do not necessarily collect every category of information listed above from every user.

B. Fitness and Workout Information

If you use Focus's fitness features, we may process information such as:

- workouts;
- exercises;
- sets and repetitions;
- weight lifted;
- workout duration;
- training frequency;
- workout history;
- personal records;
- activity levels;
- steps;
- calories burned;
- distance;
- heart rate or related fitness measurements when authorized;
- fitness goals; and
- other exercise or performance information you choose to track.

C. Nutrition Information

If you use Focus's nutrition features, we may process information such as:

- foods and meals;
- calorie intake;
- protein, carbohydrates, fats, and other nutrients;
- meal timing;
- water intake;
- nutrition goals;
- dietary preferences; and
- other nutrition information you choose to enter or connect.

Nutrition calculations and food information may be estimates and should not be considered medical advice.

D. Health and Wellness Information

Depending on the features you use and permissions you grant, Focus may process health or wellness information such as:

- body weight;
- height;
- body measurements;
- sleep information;
- activity information;
- heart rate;
- resting heart rate;
- recovery-related information;
- energy expenditure;
- exercise information;
- wellness trends;
- health and fitness goals; and
- other health-related information that you choose to provide or authorize Focus to access.

We recognize that health information can be particularly sensitive.

Focus will request access only to health information reasonably necessary to provide features that you choose to use.

2. APPLE HEALTH AND HEALTHKIT

Focus may integrate with Apple Health and Apple's HealthKit framework.

If you choose to connect Apple Health, Focus may request permission to read or write specific categories of health or fitness information.

The exact categories requested will depend on the features you use.

Focus will not access Apple Health information unless you grant the applicable permission.

You can control Apple Health permissions through Apple's privacy and Health settings.

Focus does not sell information obtained through HealthKit.

Focus does not use information obtained through HealthKit for third-party advertising, marketing, or advertising profiling.

Focus will not disclose information obtained through HealthKit to third parties except as permitted by Apple requirements, applicable law, and your authorization where required.

HealthKit information is used to provide health, fitness, tracking, analytics, personalization, and related functionality directly to you.

Focus may use permitted health information to generate personal insights, trends, correlations, progress measurements, and Focus Scores for your benefit.

3. FINANCIAL INFORMATION

If you use Focus's finance features, we may process information such as:

- transactions;
- transaction amounts;
- transaction categories;
- merchant information;
- account balances;
- income;
- expenses;
- budgets;
- savings goals;
- financial goals;
- financial trends; and
- information obtained from financial accounts or financial-data providers that you choose to connect.

Focus may use third-party financial-data providers to enable account connections.

Where possible, Focus will avoid directly collecting or storing credentials that you use to sign into financial institutions.

Third-party financial providers may separately collect and process information under their own privacy policies and terms.

Focus does not sell your financial information to data brokers or advertisers.

Focus is not a bank, brokerage, investment adviser, financial adviser, accountant, or tax adviser.

4. GOALS, HABITS, ROUTINES, AND PERSONAL DEVELOPMENT

Focus may process information you enter relating to:

- goals;
- habits;
- routines;
- streaks;
- completion history;
- personal milestones;
- productivity;
- tasks;
- notes;
- schedules;
- progress;
- personal-development objectives; and
- other information you voluntarily track.

Because Focus is designed as a broad life-tracking platform, some information you voluntarily enter may reveal sensitive details about your life.

You should only enter information you are comfortable storing within Focus.

5. CALENDAR AND PRODUCTIVITY INFORMATION

If you connect a calendar or productivity service, Focus may access information such as:

- calendar events;
- event dates and times;
- event titles;
- reminders;
- tasks;
- schedules; and
- other information necessary to provide the integration.

Focus will request access to connected services only when necessary to provide functionality you choose to enable.

6. SOCIAL FEATURES

Focus may provide social functionality including friends, challenges, accountability features, profiles, or shared progress.

Depending on how you use these features, we may process:

- your username;
- profile information;
- profile photo;
- friends or connections;
- challenge participation;
- progress you choose to share;
- interactions with other users; and
- content you intentionally make visible to others.

You control certain information you choose to share.

You should not share sensitive health, financial, or personal information through social features unless you understand that the information may become visible to other users.

7. INFORMATION FROM CONNECTED SERVICES

Focus may allow you to connect third-party platforms or services.

These may include:

- health and fitness platforms;
- wearable devices;
- financial-data providers;
- calendars;
- productivity services;
- social services; and
- other integrations.

When you connect a service, we may receive information from that provider according to the permissions you grant.

We use connected information to provide the functionality you requested.

You may be able to disconnect an integration at any time.

Disconnecting a service prevents future access where applicable but does not necessarily automatically delete information previously imported into Focus.

You may request deletion as described below.

8. DEVICE AND TECHNICAL INFORMATION

When you use Focus, certain technical information may be collected automatically.

This may include:

- device type;
- operating system;
- app version;
- device identifiers where permitted;
- language;
- general device settings;
- IP address;
- crash reports;
- diagnostic information;
- performance information;
- feature interactions; and
- other technical information necessary to operate, secure, and improve Focus.

We may use analytics and diagnostic providers to understand crashes, performance, reliability, and how features are used.

We require service providers handling personal information on our behalf to protect that information appropriately.

9. HOW WE USE INFORMATION

We may use information to:

- operate Focus;
- create and maintain accounts;
- provide requested features;
- synchronize information across devices;
- display your progress;
- track goals and habits;
- provide fitness and nutrition functionality;
- provide financial tracking functionality;
- connect authorized third-party services;
- generate Focus Scores;
- generate personalized insights;
- identify trends and correlations;
- provide reminders and notifications;
- personalize the Service;
- provide social and challenge functionality;
- maintain security;
- prevent fraud and abuse;
- diagnose technical problems;
- improve performance and reliability;
- develop and improve Focus;
- provide customer support;
- process subscriptions;
- comply with legal obligations; and
- enforce our Terms of Service.

We will not use sensitive information for purposes materially different from those disclosed without providing appropriate notice or obtaining consent where required.

10. FOCUS SCORE AND PERSONALIZED INSIGHTS

Focus may analyze information across different areas of the Service to provide personalized insights.

For example, Focus may identify relationships between:

- sleep and workout performance;
- nutrition and fitness progress;
- habits and goal completion;
- activity and productivity;
- spending and financial goals; or
- other information you choose to track.

These analyses may be used to generate your Focus Score, recommendations, summaries, trends, or other personalized information.

Automated systems, statistical methods, algorithms, or artificial intelligence may assist in generating these insights.

Focus uses these systems to provide functionality to you.

Automated insights may be inaccurate and should not be treated as professional medical, financial, legal, or other professional advice.

11. ARTIFICIAL INTELLIGENCE

Certain Focus features may use artificial intelligence or machine-learning systems.

When these features require processing personal information, we seek to limit information to what is reasonably necessary to provide the requested functionality.

Where third-party artificial-intelligence service providers are used to process information on our behalf, we will require appropriate contractual and security protections where applicable.

We will not intentionally provide HealthKit information to third-party artificial-intelligence providers for advertising or marketing purposes.

12. HOW WE SHARE INFORMATION

Focus does not sell your personal information to data brokers.

Focus does not sell HealthKit information.

Focus does not use HealthKit information for third-party advertising.

We may disclose information in the following limited circumstances.

Service Providers

We may use companies that help us operate Focus, including providers of:

- cloud hosting;
- authentication;
- databases;
- analytics;
- crash reporting;
- communications;
- customer support;
- cybersecurity;
- payment infrastructure;
- financial connectivity; and
- technical infrastructure.

These providers may process information only as necessary to perform services for us and subject to appropriate contractual obligations.

At Your Direction

We may disclose information when you intentionally request or authorize us to do so.

For example, this may occur when you:

- connect an integration;
- share progress;
- participate in social features;
- connect with another user; or
- request information to be transferred.

Legal Requirements

We may disclose information when reasonably necessary to:

- comply with applicable law;
- respond to valid legal process;
- protect the rights or safety of TeamFocus, our users, or others;
- investigate fraud or security incidents; or
- enforce our Terms of Service.

Business Transactions

If TeamFocus is involved in a merger, acquisition, financing, reorganization, bankruptcy, or sale of assets, information may be transferred as part of that transaction where permitted by law.

Any successor would remain subject to applicable privacy obligations concerning transferred personal information.

13. ADVERTISING

Focus does not use Apple Health or HealthKit information for advertising.

We do not sell health information to advertisers.

If Focus introduces advertising or marketing technologies in the future, we will comply with applicable consent and disclosure requirements and will not use health information for prohibited advertising purposes.

We will update this Privacy Policy if our advertising practices materially change.

14. PAYMENT INFORMATION

Focus+ subscriptions or other purchases may be processed by Apple, Google, or another payment provider.

If a payment is processed entirely by a third-party marketplace, TeamFocus may not receive your full payment-card information.

We may receive information necessary to verify your subscription or purchase, such as:

- subscription status;
- product purchased;
- purchase date;
- renewal status;
- transaction identifiers; and
- related purchase information.

Payment providers process payment information under their own privacy policies.

15. DATA RETENTION

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including providing Focus, maintaining security, complying with legal obligations, resolving disputes, and enforcing agreements.

Retention periods may vary depending on the type of information.

Information associated with your account may generally be retained while your account remains active.

When you delete information or your account, we will delete or de-identify information within a reasonable period, subject to legitimate exceptions such as:

- legal requirements;
- fraud prevention;
- security investigations;
- financial recordkeeping;
- dispute resolution;
- backup systems; or
- information that has been properly de-identified.

Backup copies may remain temporarily until they are overwritten according to our backup processes.

16. ACCOUNT AND DATA DELETION

You may request deletion of your Focus account and associated personal information.

Where available, account deletion may be initiated directly within Focus.

You may also contact us at:

support.teamfocus@gmail.com

After verifying the request where reasonably necessary, we will delete or de-identify applicable personal information unless retention is permitted or required by law.

Deleting Focus from your device does **not** automatically delete your Focus account or information stored by TeamFocus.

Deleting your Focus account also may not automatically delete information held independently by third-party services you previously connected.

17. YOUR PRIVACY CHOICES

Depending on your location and applicable law, you may have rights concerning your personal information.

These may include the right to:

- access personal information;
- correct inaccurate information;
- delete information;
- obtain a copy of certain information;
- withdraw certain consent;
- object to or restrict certain processing; and
- appeal certain privacy decisions where applicable.

You may exercise applicable rights by contacting:

support.teamfocus@gmail.com

We may need to verify your identity before fulfilling certain requests.

We will not unlawfully discriminate against you for exercising applicable privacy rights.

18. PERMISSIONS

Focus may request device permissions for features you choose to use.

Depending on the Service, permissions may include access to:

- Apple Health;
- notifications;
- calendars;
- photos;

- camera;
- contacts;
- motion and fitness information; or
- other device functionality.

Focus will seek permission where required before accessing protected device information.

You can manage many permissions through your device settings.

Turning off a permission may cause related Focus features to stop functioning.

19. SECURITY

We take reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, disclosure, alteration, loss, or destruction.

Depending on the information and system involved, these protections may include measures such as:

- encryption in transit;
- encryption at rest where appropriate;
- authentication controls;
- access controls;
- secure infrastructure;
- monitoring;
- logging;
- vulnerability management; and
- restricted employee or contractor access.

However, no digital service can guarantee absolute security.

You are responsible for protecting your account credentials and should notify us if you believe your Focus account has been compromised.

20. HEALTH INFORMATION SECURITY AND BREACHES

Because Focus may process health and fitness information, TeamFocus takes the protection of this information seriously.

Depending on the information Focus maintains and the services Focus provides, certain incidents involving health information may be subject to applicable breach-notification requirements.

If we determine that notification is legally required following a qualifying breach, we will provide applicable notifications to affected users and regulatory authorities in accordance with applicable law.

21. CHILDREN'S PRIVACY

Focus is not intended to knowingly collect personal information from children under 13 without appropriate parental consent or other authorization required by law.

If we learn that we have collected personal information from a child in violation of applicable law, we will take reasonable steps to delete it.

Certain features may have higher minimum-age requirements.

Parents or guardians who believe a child has provided information improperly may contact:

support.teamfocus@gmail.com

22. INTERNATIONAL USERS

Focus may be accessible from countries outside the United States.

If you access Focus from another country, your information may be transferred to and processed in the United States or other countries where TeamFocus or its service providers operate.

Privacy protections may differ between jurisdictions.

Where required, we will use appropriate mechanisms for international transfers of personal information.

Users may have additional privacy rights under their local laws.

23. DE-IDENTIFIED AND AGGREGATED INFORMATION

We may create aggregated or de-identified information that is not reasonably capable of identifying an individual.

We may use properly de-identified or aggregated information to:

- understand product usage;
- analyze trends;
- improve Focus;
- improve reliability;
- conduct internal research; and
- develop features.

Where required by law, we will maintain de-identified information in de-identified form and will not attempt to re-identify it except as permitted for security or validation purposes.

24. THIRD-PARTY SERVICES

Focus may contain links to or integrations with services operated by third parties.

TeamFocus does not control the privacy practices of independent third parties.

When you interact directly with another service, that service's privacy policy may govern its handling of your information.

We encourage you to review the privacy policies of services you connect to Focus.

25. DO NOT TRACK AND TRACKING TECHNOLOGIES

Focus may use technologies necessary for authentication, security, analytics, preferences, and operation of the Service.

If Focus engages in activity considered “tracking” under applicable platform requirements or privacy laws, we will obtain consent where required.

We do not use HealthKit information to track users across third-party apps or websites for advertising purposes.

26. CHANGES TO THIS PRIVACY POLICY

Focus will continue to evolve.

We may update this Privacy Policy to reflect:

- new features;
- new integrations;
- changes in data practices;
- changes in technology;
- changes in law; or
- changes in our business.

When changes are material, we will provide notice where required by law.

The “Last Updated” date at the beginning of this Privacy Policy identifies when it was most recently revised.

Where applicable law requires consent to a material change, we will request that consent.

27. CONTACT US

If you have questions, concerns, requests, or complaints regarding this Privacy Policy or your personal information, contact:

TeamFocus LLC

Focus

Email: support.teamfocus@gmail.com

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