

Privacy Policy for SnowWatch

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1. Overview

This Privacy Policy explains how the SnowWatch mobile application ("the App," "SnowWatch") collects, uses, stores, and protects your information. By using SnowWatch, you acknowledge and agree to the practices described in this policy.

SnowWatch is a mobile application that uses artificial intelligence to detect and classify winter road conditions through your device's camera. The App provides real-time detection and allows you to contribute to improving our detection accuracy through voluntary feedback.

2. Information We Collect

Data You Provide Voluntarily

Help Us Contributions:

When you use the "Help Us" button, you voluntarily submit the following information to help improve our snow detection system:

- Camera images captured when you select a classification option (Ice, Ice + Snow, Snow, or Clear)
- Your manual classification selection
- Timestamp of submission

Report Incorrect Feedback:

When you press the "Report Incorrect" button in live detection mode:

- A photo is captured and transmitted to our servers
- Timestamp of the report
- The App's prediction that you indicated was incorrect

Data We Do NOT Collect

We do not collect:

- Your name, email address, or phone number
- Precise GPS location or geolocation data
- Personal identifiers that can directly identify you
- Browsing history or data from other apps
- Device information (model, operating system, etc.)
- App usage statistics or analytics
- Any data when you are simply using the App without pressing "Help Us" or "Report Incorrect"

3. How We Use Your Information

The data we collect is used exclusively to:

- **Improve Detection Accuracy:** Training and refining our AI algorithms to better identify snow, ice, and road conditions
- **Enhance App Performance:** Identifying and resolving technical issues, optimizing functionality
- **Research and Development:** Analyzing patterns in winter road conditions to advance safety-related research
- **Quality Assurance:** Validating and improving the reliability of our detection system

4. Data Storage and Security

Storage Infrastructure

Data you submit through the "Help Us" button or "Report Incorrect" feature is securely transmitted and stored using:

- **Google Firebase:** A cloud storage platform operated by Google LLC, subject to [Google's Privacy Policy](#)
- Local device storage for temporary caching purposes only

Security Measures

We implement industry-standard security practices to protect your data:

- Encrypted data transmission (HTTPS/TLS)
- Secure cloud storage with access controls
- Regular security assessments
- Limited access to data restricted to authorized development personnel only

While we strive to protect your information, no method of electronic transmission or storage is completely secure. We cannot guarantee absolute security.

5. Data Sharing and Disclosure

What We Don't Do

We **do not**:

- Sell your data to third parties
- Share your data with advertisers or marketers
- Use your data for advertising purposes
- Disclose your information for commercial gain

Limited Sharing

We may share anonymized, aggregated data that cannot identify individual users with:

- Academic or research institutions studying winter road safety
- Collaborators working to improve snow and ice detection technology

We may disclose information if required by law, legal process, or governmental request.

6. Data Retention and Deletion

Retention Period:

We retain submitted images and classifications for as long as necessary to improve our detection models and fulfill the purposes described in this policy.

Your Right to Delete:

You may request deletion of data you have contributed by contacting us at ricardodedeijn@gmail.com with the subject line "Data Deletion Request." We will make reasonable efforts to honor your request within 30 days, subject to technical and legal limitations.

7. Your Privacy Rights

California Residents (CCPA/CPRA)

If you are a California resident, you have the right to:

- **Know:** Request information about the categories and specific pieces of personal data we have collected
- **Access:** Obtain a copy of your personal data
- **Delete:** Request deletion of your personal data
- **Correct:** Request correction of inaccurate personal data
- **Opt-Out:** Opt out of the sale or sharing of personal data (note: we do not sell data)
- **Non-Discrimination:** Exercise your privacy rights without discriminatory treatment

Other Jurisdictions

Depending on your location, you may have additional privacy rights under local law. Contact us to learn more about your rights.

Exercising Your Rights

To exercise any privacy rights, email us at ricardodedeijn@gmail.com with the subject line "Privacy Rights Request" and specify:

- Your request type (access, deletion, correction, etc.)
- Sufficient information to verify your identity
- Details about the specific data or action requested

We will respond within the timeframe required by applicable law, typically within 30-45 days.

8. Children's Privacy

SnowWatch is not intended for use by children under the age of 13. We do not knowingly collect personal information from children under 13. If we discover that we have inadvertently collected such information, we will promptly delete it. If you believe a child under 13 has provided us with information, please contact us immediately.

9. International Users

SnowWatch is operated from the United States. If you are accessing the App from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States where our servers and development operations are located. By using the App, you consent to this transfer.

10. Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. When we make changes, we will:

- Update the "Last Updated" date at the top of this policy
- Notify you through the App or via other reasonable means if changes are material
- Post the updated policy in the App and on our website (if applicable)

Your continued use of SnowWatch after changes are posted constitutes your acceptance of the revised policy. We encourage you to review this policy periodically.

11. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact:

Ricardo de Deijn

Email: ricardodedeijn@gmail.com

We will respond to your inquiry as promptly as possible, typically within 5-7 business days.

Thank you for using SnowWatch and helping us create safer winter roads.