

# Sidekick (PM-in-a-box®) App Privacy Policy

**Effective Date:** May 30, 2025

**APM Help**

APM Help (“we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy applies specifically to our **mobile application** and explains how we handle your personal information.

## 1. Information We Collect

We collect limited personal information you provide directly in the app, such as your name, email, or login credentials. We also collect non-identifying technical data (like device type, operating system, or usage logs) to help improve your app experience.

## 2. No AI Model Training with Your Data

We do **not** use your data — personal or anonymized — to train machine learning or AI models. Your activity and content in the app remain private and are **not used to develop or improve any AI systems**, internally or externally.

## 3. How We Use Your Information

We only use your data to:

- Provide and improve the mobile app experience
- Communicate essential updates and support
- Maintain security and prevent misuse

## 4. How We Share Your Information

We do **not sell** your personal data. We only share it with:

- Trusted third-party service providers (e.g., cloud infrastructure or payment processors) acting on our behalf under strict data protection terms
- Authorities, if legally required

## 5. Data Security

We implement industry-standard safeguards to protect your data. While no system can guarantee 100% security, we strive to ensure confidentiality and integrity.

## **6. Your Choices**

- You can update or delete your account data through in-app settings or by contacting us.
- You can opt out of promotional communications at any time.
- For any questions or data-related requests, email us at [innovation@apmhelp.com](mailto:innovation@apmhelp.com).

## **7. Children's Privacy**

Our app is not intended for children under 13. We do not knowingly collect data from minors.

## **8. Changes to This Policy**

We may update this policy occasionally. We will notify you of any significant changes within the app or by email.