

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**.

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.