

Privacy Policy for TasteHop

Version: 1.2

Last Updated: 08/25/2026

Welcome to TasteHop.

This Privacy Policy explains how TasteHop ("we", "our", or "us") collects, uses, stores, and protects your information when you use the TasteHop mobile application ("App").

By using the App, you agree to the practices described in this Privacy Policy.

1. Who We Are

TasteHop is operated by:

TasteHop Operator

Contact Email: contact@tastehop.app

For privacy-related inquiries, please contact us using the email address above.

2. Information We Collect

Account information

When you sign in with Google or Apple we store: email address, display name, unique account ID, and authentication provider. We do not collect your Google or Apple password.

Matching and recipe interaction (about 24 hours)

To run "Taste for today" and matching we temporarily store:

- recipes you like or skip
- the current taste session and match with a connected buddy
- which recipes to hide from the feed so they are not shown again that day

This session data is kept for about 24 hours, then it is no longer used for matching or the feed. Copies may remain in backups for a short time.

Preferences and progress (until you delete your account)

To keep the app working across days we store:

- dietary filters (for example excluded tags, vegetarian-only)
- dish-selection streak
- Nimblet unlock, form, feeding, and happiness

- whether you completed onboarding and in-app guides
- that you accepted the current Terms and Privacy Policy (version and time)
- your buddy code and connection, if you use that feature

Support

If you send feedback, we store the message, type, time, and optional contact email.

On-device data

The app stores small local values (for example how many votes until the next ad) on the device.

Recipe photos shown in the App are uploaded by TasteHop (not by regular users) and stored in Firebase Storage.

Technical Information

When you use the App, certain technical information may be automatically processed by service providers, including:

- Device type
- Operating system version
- Application version
- IP address (processed by service providers)
- Advertising-related identifiers (such as the Android Advertising ID), where applicable
- Data sent to Google Cloud Functions when the App needs a recipe deck batch or a buddy code / buddy invite

This information is primarily processed by third-party services necessary to operate the App.

3. How We Use Your Information

We use collected information to:

- Create and manage user accounts
- Authenticate users
- Enable recipe matching functionality
- Enable user-to-user connections

- Display recipe content
- Maintain App security
- Prevent abuse and fraudulent activity
- Serve advertisements
- Respond to support requests
- Run server-side functions needed for matching, the recipe deck, and buddy connections

We do not use your information for automated profiling or automated decision-making that produces legal or similarly significant effects.

4. User Connections and Matching

TasteHop allows users to connect with another user.

When users connect, they may be able to see:

- Username
- Limited matching-related information necessary for App functionality

We do not share:

- Email addresses
- Authentication provider information
- Other personal account information

with other users.

5. Advertising

TasteHop may display advertisements through third-party advertising providers depending on the platform on which the App is used, including:

- Google AdMob

Advertising providers may collect and process certain information necessary to deliver advertisements and measure ad performance. Such information may include advertising identifiers (such as the Android Advertising ID or Apple's advertising identifiers, where applicable), device information, IP address, and approximate location derived from the IP address.

Advertisements may be personalized or non-personalized depending on the user's consent, applicable laws, and the advertising provider's settings. AdMob may process advertising identifiers, device information, and IP-derived approximate location. Personalized ads are shown only after the consent/tracking flow required in your region. You can change this later in Manage account → Manage ad privacy where that option is required.

Where required by applicable law, including in the European Economic Area (EEA), the United Kingdom, and Switzerland, users may be asked to provide or manage consent regarding personalized advertising and related data processing.

TasteHop uses Google AdMob to serve ads. When ads are allowed, AdMob (and its partners) may collect and process the advertising data described above, including for personalization and measurement, according to the consent you give in the in-app consent / tracking flow. TasteHop chooses AdMob, shows the consent form where required, and requests ads only when allowed. We do not build our own advertising profile. For AdMob's practices, see: <https://support.google.com/admob/answer/6128543>

6. Analytics

TasteHop does not use third-party analytics platforms for behavioral tracking or user analytics.

We do not intentionally collect detailed usage analytics regarding how users interact with the App.

We may, however, process limited operational and technical information necessary for security, maintenance, debugging, and service reliability.

7. Legal Basis for Processing (EEA, UK and Similar Jurisdictions)

Where applicable, we process personal data based on one or more of the following legal grounds:

- Performance of a contract
 - Compliance with legal obligations
 - Legitimate interests in operating and securing the App
 - User consent where required by law
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8. Data Retention

Data	Retention
Account (email, name, ID, auth provider)	Until account deletion, or longer if legally required
Buddy connection and invite records	Until you disconnect / they expire, or account deletion
Recipe votes, hidden recipes, Taste for today / matching	About 24 hours for app use
Filters, streaks, Nimblet, onboarding, legal acceptance	Until account deletion
Feedback	As reasonably needed to handle the request, then deleted with the account
Ads consent and identifiers	Per AdMob / device settings; we do not keep a separate advertising profile
Security / Firebase logs	As reasonably necessary for security and abuse prevention
Backups	Limited period after deletion, then removed

9. Account Deletion

Users may request deletion of their account through the App.

Upon deletion:

- Account information will be removed or anonymized where reasonably possible.
- Certain records may be retained temporarily for security, fraud prevention, legal compliance, or dispute resolution purposes.

Deleted accounts cannot be restored.

Deleted information may remain in secure backups or where required by law, for a limited period before being permanently removed, where such backups are maintained for disaster recovery, security, or legal compliance purposes.

10. Data Security

We implement reasonable administrative, technical, and organizational measures designed to protect personal information.

However, no method of electronic storage or transmission over the Internet is completely secure.

Accordingly, we cannot guarantee absolute security.

11. Third-Party Services

The App may rely on third-party services, including:

- Google Sign-In
- Sign in with Apple
- Firebase Authentication
- Cloud Firestore
- Google AdMob
- Google Cloud Functions (Firebase)
- Google Cloud Storage (Firebase Storage)

These providers operate under their own privacy policies and may process information independently.

For more information, please refer to the following privacy policies:

- Google Privacy Policy: <https://policies.google.com/privacy>
- Firebase Privacy and Security: <https://firebase.google.com/support/privacy>
- Google AdMob: <https://support.google.com/admob/answer/6128543>
- Apple Privacy Policy: <https://www.apple.com/legal/privacy/>
- Firebase Storage: <https://firebase.google.com/support/privacy>

We encourage users to review the privacy policies of these providers.

12. International Data Transfers

Depending on your location and the infrastructure used by our service providers, information may be processed and stored in countries outside your country of residence.

Where required by applicable law, appropriate safeguards will be implemented for such transfers.

13. Your Privacy Rights

Depending on your jurisdiction, you may have rights including:

- Access to personal information
- Correction of inaccurate information
- Deletion of personal information
- Restriction of processing
- Objection to processing
- Data portability
- Withdrawal of consent where applicable

To exercise these rights, contact us using the contact information provided in this Privacy Policy.

14. Children's Privacy

TasteHop is not directed to children. We do not offer the App to children under 13, and we do not knowingly collect personal information from them. The App shows ads, so it is not intended for children. If we become aware that personal information from a child under 13 has been collected, we will take reasonable steps to delete such information.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

Updated versions will be made available through the App or associated websites.

The "Last Updated" date will indicate when changes were made.

16. Contact Us

If you have questions regarding this Privacy Policy or our privacy practices, please contact:

TasteHop Operator

Email: contact@tastehop.app