

Privacy Policy – Ethica Plus

Effective date: October 2025

This Privacy Policy describes how Ethica Plus, operated by B'derech Hanekhona Lehatsliach ("we", "our", or "us"), collects, uses, and protects user information through our mobile application Ethica Plus and our website (<https://ethicaplus.net>).

1. Information We Collect

We collect and process the following types of information:

- Account Information: Name, email address, and password provided during registration or login.
- Learning Activity: Test results, progress, question answers, and study statistics.
- Payment Information: Processed securely by Stripe for subscriptions and renewals. We do not store or access full credit card details.
- Technical Information: Device type, app version, operating system, and anonymous usage data for analytics and improvement.

2. How We Use Your Information

Your information is used to:

- Provide access to learning materials, quizzes, and study tools.
- Personalize your experience and track learning progress.
- Process payments and subscriptions through Stripe.
- Improve the performance, functionality, and reliability of the app.
- Notify users of important updates or feature improvements.

3. Data Sharing and Disclosure

We do not sell, rent, or trade your personal information. Limited information may be shared only in these cases:

- With Stripe for secure payment processing.
- With service providers assisting in hosting, analytics, or maintenance.
- If required by law, regulation, or government request.

All third-party providers follow strict data protection standards.

4. Data Retention

We retain user data only as long as necessary to provide our services or as required by applicable law. Users may request deletion of their data anytime by contacting us at ebaymosko@gmail.com.

5. Security

We use industry-standard security measures to safeguard your personal information. However, no online system is entirely risk-free, and we cannot guarantee absolute security.

6. Payments

All payments are processed via Stripe, a PCI DSS-compliant payment processor. Payment information is encrypted and transmitted securely to Stripe. We do not collect or store payment details on our servers.

7. Children's Privacy

Ethica Plus is intended for individuals aged 16 and above. We do not knowingly collect data from minors under 16 years old. If such data is discovered, it will be deleted promptly.

8. User Rights

Users have the right to:

- Access, review, or correct their personal information.
- Request deletion of their account and data.
- Cancel subscriptions anytime through the in-app settings.

9. Updates to This Policy

We may update this Privacy Policy periodically. All updates will be posted on this page with a new effective date. Continued use of the app after updates constitutes acceptance of the revised terms.

10. Contact Information

For any questions or concerns regarding this Privacy Policy, please contact us at:

Email: ebaymosko@gmail.com

Phone: +972-50-755-2271

B'derech Hanekhona Lehatsliach

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