



## Plenova Privacy Policy

*Last updated: February 25, 2026*

French Version: [Accéder à la version française](#)

At Plenova, we place the highest importance on the confidentiality and protection of your personal data.

The Plenova application (hereinafter referred to as the “Application” or “Plenova”) is operated by Pool Studio SARL, with a share capital of €400.00, registered under number 100 315 696 in the French National Business Register (RNE), whose registered office is located at 51 Rue Armand Carrel, 93100 Montreuil, France (hereinafter referred to as “We”, “Us”, “Our”, or the “Company”).

This Privacy Policy describes the information we collect, how we use it, and the options available to Users (also referred to as “You”, “Your”, or “User”) to manage Your data. By using Plenova, you agree to the terms of this Privacy Policy.

In this Privacy Policy, we address the following topics:

- 1. Information We Collect**
- 2. Use of Collected Data**
- 3. Data Sharing and Disclosure**
- 4. Data Security**
- 5. Data Retention Period**
- 6. Your Rights Regarding Your Personal Data**
- 7. Links to Third-Party Websites**
- 8. Changes to This Privacy Policy**
- 9. Contact**
- 10. Languages**

### **1. Informations that we collect**

As part of your use of the Plenova Application, we collect various categories of personal data in order to provide you with a personalized and optimal experience. These data are collected directly, indirectly or automatically, in strict compliance with applicable laws, in particular the General Data Protection Regulation (hereinafter referred to as the “GDPR”).

We attach particular importance to justifying why these data are collected and how they contribute to the overall experience. This information is described below:

## 1.1 What Is Personal Data?

Personal data means any information relating to an identified or identifiable natural person, who can be identified directly or indirectly. This may include, but is not limited to:

- **Identifiers:** first and last name, email address, phone number, etc.
- **Location data:** GPS coordinates, IP address.
- **Online identifiers:** username, application IDs, cookies.
- **Specific elements:** age, gender, personal preferences, or any information relating to a person's physical, physiological, genetic, psychological, economic, cultural, or social identity.

Plenova does not collect any data that directly identifies users (such as name, surname, or email address), unless the user voluntarily contacts us through the support channels provided within the Application.

## 1.2 Types of Data Collected

To provide our services and ensure an optimal user experience on Plenova, we collect the following data:

### Data Provided Directly by the User

No account creation is required to use Plenova.

However, certain data may be voluntarily transmitted by the user when using the core features:

- **Plant photographs:** when the user takes a photo using the camera or imports an image from their gallery to identify a plant or perform a health diagnosis, the image is temporarily transmitted to our servers via a secure proxy hosted on Vercel and analyzed using the Google Gemini API.

These images are not used for advertising purposes and are never sold.

- **Plant-related data:** custom plant name, plant type, watering dates, journal notes, care settings, and preferences.
- **Personalized criteria:** information entered to generate plant recommendations, diagnoses, or bouquet creations (colors, style, occasion, environment, pet safety, light exposure, etc.).

### Automatically Collected Data

When you use the Application, certain data is automatically collected to improve user experience:

- **Usage statistics:** frequency of use, account creation date, preferences, features used, last login, and interactions with content.
- **Technical data:** device model, operating system, unique device identifier, country, and language used.

These data allow us to maintain and optimize the Application by better understanding user behavior.

## Data Collected via Third-Party Services

When you use integrated third-party services within Plenova, certain information may be processed:

- **Artificial Intelligence – Google Gemini:** Photos and data necessary for AI analysis (identification, health diagnostics, personalized recommendations, bouquet generation, travel advice) are processed by Google Gemini via a secure intermediary server hosted on Vercel. No Google API key is exposed within the Application.
- **In-app purchases via RevenueCat:** No banking data related to transactions is collected by Plenova. Such data are exclusively collected and processed by the Apple App Store or Google Play Store through RevenueCat, which enables purchase verification and management.
- **Font loading – Google Fonts:** The “Montserrat Alternates” font may be loaded from Google Fonts servers during the first launch of the Application.

## 1.3 Use of Device Permissions

The use of the Application may require the following permissions, only after obtaining your explicit consent:

- **Camera:** Allows users to photograph a plant for AI-based identification or health diagnostics.
- **Precise location:** Used to adapt contextual advice (exposure, climate, seasonal recommendations, and absence/travel advice). Location data is not used for advertising purposes.
- **Notifications:** Used to send watering reminders (free version) and advanced care reminders (Premium version: misting, fertilizing, repotting, pruning).

## 2. Use of Collected Data

We use collected data to provide, improve, and personalize Plenova’s services. These data are processed in accordance with the GDPR and any other applicable regulations.

### 2.1 Analysis and Service Optimization

We analyze usage data to:

- Understand your preferences and improve the Application
- Fix bugs and enhance technical performance
- Ensure stability and security

### 2.2 Provision of Core Features

Data is used to enable the proper functioning of the following services:

- Plant identification via photo (processed through Google Gemini via a secure Vercel proxy)
- Plant health diagnostics
- Personalized plant recommendations
- AI-generated bouquet creation
- Contextual and seasonal advice based on precise location
- Plant collection and journal management
- Premium subscription management via RevenueCat

## 2.3 Notifications and Reminders

Plant-related data and care settings are used to:

- Send watering reminders (free version)
- Send advanced care reminders (Premium version)

These notifications are local and can be disabled at any time via your device settings.

## 2.4 Legal Compliance

We may use your data to:

- Comply with legal requirements: Certain information may be processed or shared as part of a legal request (for example: judicial requisition).

By using Plenova, you accept these uses of your data, which are strictly necessary to provide you with services in a reliable and secure manner and ensure their proper functioning.

## 3. Data Sharing and Disclosure

At Plenova, we attach particular importance to the confidentiality of your data. Plenova does not sell any personal data. However, in certain limited circumstances, we may be required to share your data, always in compliance with applicable laws and your rights. Below are the cases in which your data may be shared:

### 3.1 Sharing with Third-Party Service Providers

We collaborate with third parties in order to ensure the proper functioning and improvement of our services. These providers are strictly selected and process your data only within the framework of the purposes described below:

- Artificial intelligence (Google Gemini): Photos and data necessary for AI analyses are processed by Google Gemini via a secure intermediary server hosted on Vercel. These data are used exclusively to provide the requested features (identification, diagnosis, recommendations, image generation).
- RevenueCat: We use RevenueCat to manage in-app purchases within the Application. The data collected include transaction details (amount, product purchased, device identifiers) but do not include any sensitive banking data. These data are processed in accordance with RevenueCat's privacy policy.
- Proxy hosting (Vercel): The secure proxy used to relay requests to the AI is hosted by Vercel.

For more information, you may consult the third-party privacy policies:

- RevenueCat: <https://www.revenuecat.com/privacy>

### 3.2 Legal Compliance

Your data may be disclosed if we consider that such action is necessary in order to:

- Comply with a legal obligation or respond to a valid request from a public authority (for example, a judicial injunction or a governmental request).
- Protect and defend our rights or property.

## **4. Data Security**

We attach paramount importance to the protection of Users' personal data. To this end, We implement appropriate technical, organizational and physical measures to ensure the security, integrity and confidentiality of data collected via the Plenova Application. These measures aim to protect your data against any unauthorized access, misuse, loss, alteration or destruction.

### **4.1 Limits and Responsibilities**

Despite all our efforts, it is important to note that no method of transmission over the Internet or electronic storage is completely secure. Consequently, although We do everything possible to protect your data, We cannot guarantee its absolute security. In the event of a data breach, We undertake to:

- Inform You as soon as possible, in accordance with legal obligations.
- Cooperate with the competent authorities and take the necessary measures to limit the impact.

We cannot be held liable in the event of data loss or leakage.

### **4.2 Third-Party Access and Subprocessors**

In certain cases, your data may be processed by third-party subprocessors (such as RevenueCat, Gemini or Vercel services). These entities are contractually bound to comply with strict standards regarding data security and confidentiality. We only collaborate with providers offering sufficient guarantees in terms of data protection.

### **4.3 Reporting Security Incidents**

If You suspect a breach affecting the security or integrity of your data (e.g., unauthorized access to your account, data leak), We encourage You to inform Us immediately at the following address: [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com). We will examine your report with the greatest attention and take appropriate measures.

## **5. Data Retention Period**

We retain this data for the time necessary to fulfill the purposes described in this Privacy Policy, or to comply with our legal, contractual, or regulatory obligations.

### **5.1 Retention Criteria**

The retention period varies depending on the nature of the data:

- Activity data: Usage statistical data (e.g., frequency of use, interactions) are anonymized after 12 months and retained for analysis and improvement purposes.
- Data collected via third-party services: Information related to transactions carried out via RevenueCat, as well as data used by Google AdMob, are retained in accordance with the retention policies of these third parties. We encourage you to consult their respective policies.

## **5.2 Data Deletion**

You may request the deletion of your personal data at any time by contacting our support at [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com). This request will result in:

- The immediate deactivation of your account.
- The complete deletion of your data within a maximum period of 30 days, except for data whose retention is necessary for legal, tax, or security reasons.

## **5.3 Anonymized Retention**

Certain anonymized data, which do not allow you to be directly identified, may be retained for statistical or analytical purposes in order to improve our services. These data contain no information that allows you to be identified.

## **5.4 Legal Obligations**

We may be required to retain certain data beyond the periods mentioned above in order to comply with legal, tax, or judicial requirements.

## **6. Your Rights Regarding Your Personal Data**

In accordance with applicable regulations, in particular the General Data Protection Regulation (GDPR) for residents of the European Union and the California Consumer Privacy Act (CCPA) for residents of California, you have several rights relating to your personal data. These rights are described below:

### **6.1 Right of Access**

You have the right to request, at any time, information about the data we collect and process concerning you, in particular:

- The nature of the data collected;
- The purposes of the processing;
- The possible recipients of your data.

To exercise this right, please contact us at: [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com).

### **6.2 Right to Rectification**

If the information we hold about you is inaccurate, outdated or incomplete, you have the right to request its correction or update. You may update certain of this information directly in the Application settings.

### **6.3 Right to Restriction of Processing**

In certain circumstances, you have the right to request the restriction of the processing of your data:

- If you contest the accuracy of the data (for the time necessary to verify its accuracy);
- If the processing is unlawful but you do not wish the data to be deleted;
- If we no longer need the data, but you require it to establish, exercise or defend legal claims.

### **6.4 Right to Object**

You may object, at any time, to the processing of your data in the following cases:

- If the processing is based on legitimate interests;
- If your data are used for direct marketing purposes (including profiling related to marketing).

### **6.5 How to Exercise Your Rights**

To exercise any of these rights, please contact us:

- By email: [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com)
- Clearly specifying:
  - The right you wish to exercise;
  - Any additional information necessary to process your request.

We will respond to your requests within the legally applicable time limits, within a maximum of 1 month (extendable by 2 months in the event of a complex request, multiple requests, or a large volume of requests).

These rights are essential to ensure transparent and fair use of your personal data on Plenova. We undertake to facilitate their exercise under the best possible conditions.

## **7. Links to Third-Party Websites**

The Plenova Application may contain links to third-party websites, services, or content that are not operated or controlled by Pool Studio. These links are provided for your convenience or to enhance your user experience, but we cannot be held responsible for the privacy practices or content of such external sites or services.

When you click on a third-party link, you will be redirected to the relevant site or service. We strongly encourage you to read the privacy policies of these sites or services before providing any personal information or continuing to use them.

### **Disclaimer**

Pool Studio declines all responsibility for:

- The privacy policies or data management practices of third-party sites or services;
- The content, security, or functionality of these sites;
- Any use or interaction you may have with these sites or services.

By accessing these links, you acknowledge that you do so at your own initiative and at your own risk. If you encounter a problem with one of these links or services, please inform us at: [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com).

## 8. Changes to This Privacy Policy

We may amend this Privacy Policy to reflect legal, regulatory, technical, or operational changes, or for any other legitimate reason. Any update to this Policy will be published in the Application and/or on our website, accompanied by the date of the latest update.

We encourage you to review this page regularly to stay informed of any changes. In the event of significant changes affecting your rights or your use of the Application, we will notify you by appropriate means, such as a push notification, an email, or a message within the Application.

By continuing to use the Application after the publication of changes, you agree to the updated Privacy Policy. If you do not accept the revised terms, you must stop using the Application and, if applicable, request the deletion of your Account in accordance with the section on data retention.

## 9. Contact

If you have any questions, concerns, or requests regarding this Privacy Policy or the processing of your personal data, you may contact us at any time via:

- Email address: [poolstudio.apps@gmail.com](mailto:poolstudio.apps@gmail.com)

## 10. Languages

In the event of any discrepancy between the English and French versions of this Privacy Policy, the French version shall prevail.

Thank you for using Plenova. We are committed to protecting your privacy and providing you with a safe and rewarding user experience. This Privacy Policy was last updated on **February 25<sup>th</sup>, 2026**. We encourage you to review it regularly to stay informed about any potential changes.