

CATENA

Privacy Policy

Julienne Studios · Effective Date: September 2, 2026 · Version 1.1 (revised August 21, 2026)

Julienne Studios, Inc., a Delaware corporation (“we,” “us,” or “Company”) built Catena as a gamified focus app. This Privacy Policy explains what data we collect, why we collect it, how we use it, and your rights. By using Catena you agree to this policy.

Privacy questions? Email us at team@juliennestudios.com.

1. What We Collect and Why

We collect only what we need to run Catena. Here is each category, what it includes, and why we collect it.

Account Information

- **What:** Your name (or display name), email address, and profile photo. At signup we also ask for your date of birth.
- **Why:** To create and manage your account, communicate with you about your account, and confirm that you meet our minimum age requirement and apply any protections required for accounts belonging to minors. We use your date of birth for age eligibility and legal compliance only — not for advertising, profiling, or targeting.

Focus Session Data

- **What:** Session length, session completion, break patterns, streak counts, and café progress.
- **Why:** This is the core of the app — we use it to calculate your streaks, display your café, show your progress history, and sync your data across devices.

Device Information

- **What:** Device type, operating system version, app version, and a unique device identifier.
- **Why:** To ensure the app works correctly on your device, diagnose crashes, and deliver push notifications.

Usage and Analytics Data

- **What:** Which features you tap, how long you spend in different parts of the app, and general interaction patterns.
- **Why:** To understand which features are working well, which are hard to find, and how to prioritize improvements. This is collected through Firebase Analytics.

Payment Information

- **What:** We do not store your payment card details. Payments are handled entirely by Apple, Google, or Stripe. We receive only a confirmation that a purchase was made and your subscription status.
- **Why:** To activate and manage your Catena Pro subscription.

Café Partner Reward Data

- **What:** When you unlock and redeem a partner reward in the app, we log which reward was redeemed and when.
- **Why:** To prevent duplicate redemptions, track reward availability, and improve the partner program.

Communications

- **What:** If you email us or contact support, we keep a record of that communication.
- **Why:** To respond to your request and maintain support history.

What We Do Not Collect

We do not collect your gender, precise geolocation, biometric or health data, contacts, photos other than a profile image you choose to upload, or any other category treated as “sensitive personal information” or “sensitive data” under state privacy laws. If we ever want to collect sensitive data, we will ask for your explicit opt-in consent first and update this policy.

2. How We Use Your Data

We use your data only for the following purposes:

- **To operate the Service** — running focus sessions, calculating streaks, displaying your café, syncing across devices
- **To personalize your experience** — remembering your settings and preferences and adapting the app to how you actually use it

- **To improve the app** — analyzing feature usage to fix bugs, improve UX, and prioritize what to build next
- **To communicate with you** — sending session reminders, account notifications, and product updates (you can opt out of marketing emails at any time)
- **To process payments** — activating and managing your Catena Pro subscription
- **To manage partner rewards** — validating and logging QR code redemptions
- **To verify age eligibility** — confirming you meet our minimum age requirement and applying protections and consent requirements for accounts belonging to minors
- **To keep the app safe** — detecting fraud, abuse of gamification features, or unauthorized account access
- **To comply with law** — responding to lawful requests from authorities when required

We do not use your data for advertising. We do not sell your data. We do not share your data with third parties except as described in Section 3.

3. Who We Share Your Data With

We do not sell or rent your personal data. We share it only with the following service providers who help us operate Catena, and only to the extent necessary for that purpose.

Firestore (Google)

We use Firestore for backend infrastructure, authentication, database storage, and analytics. Your focus session data, account info, and usage data are stored and processed through Firestore. Google's privacy policy applies: firebase.google.com/support/privacy.

Apple and Google (App Stores)

If you purchase Catena Pro through the App Store or Google Play, Apple or Google processes your payment. We receive only your subscription status. We may also receive age category or parental-consent signals from Apple or Google where those signals are provided (see Section 6). Their respective privacy policies apply.

Café Partners

When you redeem a partner reward in person, we may share the redemption confirmation (e.g., that a valid code was used) with the relevant Café Partner. We do not share your name, email, or account details with Café Partners.

Legal and Safety Disclosures

We may disclose your data if required by law, subpoena, or court order, or if we believe in good faith that disclosure is necessary to protect the rights, property, or safety of Julien Studios, our users, or the public.

Business Transfers

If Julien Studios is involved in a merger, acquisition, or asset sale, your data may be transferred as part of that transaction. We will notify you before your data becomes subject to a different privacy policy.

4. Data Retention and Account Deletion

We keep your data for as long as your account is active. When you delete your account, all associated data — including your focus history, streaks, café progress, profile information, and reward redemption records — is permanently deleted.

How to Delete Your Account

Use the account deletion flow inside the Catena app. For your security, we can process deletion requests only through the app, because deleting from within your logged-in account is how we verify that you are the account holder. We cannot delete an account based on an emailed request alone. If you cannot access the app or your account, email team@juliennestudios.com and we will help you regain access so you can complete the deletion yourself. Section 12 of our Terms and Conditions says the same thing.

Deletion Timeline

Account deletion is completed within 30 days of your request. Your account is deactivated immediately when you submit the request, and your data is not accessible to you or used by us during that window. This short delay exists to allow recovery in case of accidental deletion. After the window closes, deletion is permanent and irreversible.

We may retain a minimal record of the deletion itself, and any data we are required by law to keep (for example, transaction records required for tax or accounting purposes), after your account is deleted.

5. Your Privacy Rights

Regardless of where you live, you can:

- **Access your data** — request a copy of the personal data we hold about you
- **Correct your data** — ask us to fix inaccurate information
- **Delete your data** — delete your account and all associated data through the in-app deletion flow described in Section 4
- **Opt out of marketing emails** — use the unsubscribe link in any email we send
- **Opt out of push notifications** — change notification settings on your device at any time

To exercise your access or correction rights, email team@juliennestudios.com. We will respond within 30 days. Account deletion must be completed in the app, as described in Section 4.

California Residents (CCPA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act. You have the right to know what personal information we collect and how we use it, the right to delete your personal information, the right to correct inaccurate personal information, the right to limit the use of sensitive personal information, and the right to opt out of the sale or sharing of your personal information. We do not sell or share your personal information for cross-context behavioral advertising, and we do not collect sensitive personal information. We will not discriminate against you for exercising any of these rights.

To submit a CCPA request, email team@juliennestudios.com with the subject line “Privacy Request — California.”

Other U.S. State Residents

If you are a resident of Virginia, Colorado, Connecticut, Texas, or another state with a comprehensive privacy law, you have similar rights to access, correct, delete, and port your personal data. You also have the right to opt out of targeted advertising and profiling — we do not conduct targeted advertising and we do not profile users for decisions that produce legal or similarly significant effects. Email team@juliennestudios.com to exercise your rights.

6. Children's and Teen Privacy

Children Under 13

Catena is not directed to children under the age of 13. We do not knowingly collect personal information from anyone under 13. If you are a parent or guardian and believe your child under 13 has created a Catena account, please contact us at team@juliennestudios.com and we will delete the account and all associated data promptly.

Teen Users (13–17)

Users between 13 and 17 may use Catena with the permission of a parent or legal guardian. For accounts we know or believe to belong to a user under 18:

- We do not use their data for advertising, sell it, share it for cross-context behavioral advertising, or use it for targeted advertising or profiling.
- We collect only the data needed to run the app and meet our legal obligations.
- We may restrict or disable social and competitive features — including public leaderboards, display-name and profile-image sharing, milestone sharing, and Café Partner reward redemption — where we determine that doing so is appropriate or is required by law.

Where required by applicable law, we will obtain verifiable parental consent before permitting a minor to create or continue using an account, and we will provide parents or guardians with a way to review, request deletion of, and withdraw consent for their child's data. Contact us at team@juliennestudios.com to make such a request; we may need to verify your relationship to the account holder before acting.

Age Signals from App Stores

Several U.S. states have enacted or are phasing in laws requiring age verification and parental consent for minors' app downloads and in-app purchases, and requiring app stores to pass age category and consent signals to developers. Where Apple or Google makes such signals available to us, we may use them to determine a user's age category and parental-consent status, to apply the protections described above, and to satisfy our obligations under those laws. We use these signals for age assurance and legal compliance only.

7. How We Protect Your Data

We use commercially reasonable technical and organizational measures to protect your data, including encrypted data transmission (HTTPS/TLS), Firebase's built-in security infrastructure, and access controls that limit who on our team can access user data.

No method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee absolute security. If you suspect your account has been compromised, contact us immediately at team@juliennestudios.com.

8. Push Notifications and Communications

We may send you push notifications for focus session reminders, streak alerts, and product updates. You can disable push notifications at any time

through your device settings.

We may send you emails about your account, subscription, and product updates. You can opt out of non-essential emails by clicking the unsubscribe link in any email we send.

9. Third-Party Links

Catena may contain links to third-party websites or services, including Café Partner websites. We are not responsible for the privacy practices of those third parties. We encourage you to read their privacy policies before providing any personal information.

10. Changes to This Policy

We may update this Privacy Policy from time to time. For minor changes, we will update the effective date at the top of this page. For material changes that affect how we use your data, we will provide at least 14 days' notice via in-app notification or email before the changes take effect.

Your continued use of Catena after changes take effect means you accept the updated policy.

11. Contact Us

For any privacy questions, data requests, or concerns, contact us at:

Julienne Studios, Inc., a Delaware corporation

Email: team@juliennestudios.com

Website: juliennestudios.com