Push Beyond Cookie Policy

Last Updated: October 1, 2026
Version: 1.0
Effective Date: December 1, 2025

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1. Introduction

This Cookie Policy explains how Push Beyond ("we," "our," or "us") uses cookies and similar tracking technologies in connection with our mobile application ("App"). While traditional browser cookies are not used in our mobile app, we use equivalent technologies to provide, improve, and secure our services.

This policy should be read together with our Privacy Policy, which provides more information about how we collect and use personal data.

Contact Information:

- **Email:** privacy@push-beyond.com

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2. What Are Cookies and Similar Technologies?

2.1 Traditional Cookies

Cookies are small text files stored on your device by websites you visit. They are widely used to make websites work efficiently and provide information to website owners.

2.2 Mobile App Equivalents

In our mobile app, we use equivalent technologies that serve similar purposes:

- **Local Storage:** Secure storage on your device for preferences and settings
- **Device Identifiers:** Unique identifiers for push notifications and analytics
- **Authentication Tokens:** Secure tokens to keep you logged in
- **SDK Storage:** Data stored by third-party SDKs we use

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3. Technologies We Use

3.1 Essential/Strictly Necessary

These technologies are required for the App to function properly. You cannot opt out of these.

Technology	Purpose	Duration
Authentication Tokens	Keep you logged in securely	Until logout or expiration
Session Data	Maintain your session state	Session
Security Tokens	CSRF protection and security	Session
Consent Preferences	Remember your privacy choices	Until you change them

3.2 Functional

These technologies enable enhanced functionality and personalization.

Technology	Purpose	Duration
Theme Preferences	Remember dark/light mode choice	Persistent
App Settings	Store your notification preferences	Persistent
Workout Draft Data	Preserve ongoing workout if app closes	7 days
UI State	Remember expanded/collapsed sections	Session

3.3 Analytics (Optional)

These technologies help us understand how users interact with the App. They are only enabled with your consent.

Technology	Purpose	Duration
Usage Analytics	Understand feature usage patterns	2 years
Performance Monitoring	Identify and fix crashes/bugs	90 days
Device Information	Optimize App for different devices	2 years

3.4 Marketing (Optional)

These technologies are used for marketing purposes. They are only enabled with your explicit consent.

Technology	Purpose	Duration
Marketing Identifiers	Personalized recommendations	1 year
Campaign Attribution	Track marketing effectiveness	90 days

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4. Third-Party Technologies

Our App integrates with third-party services that may use their own tracking technologies:

4.1 Supabase (Authentication & Database)

- **Purpose:** User authentication and data storage
- **Data:** Account data, authentication tokens
- **Location:** EU (Frankfurt, Germany)
- **More Info:** Supabase Privacy Policy

4.2 Strava (Optional Integration)

- **Purpose:** Sync outdoor activities
- **Data:** OAuth tokens, activity data
- **Location:** United States
- **More Info:** Strava Privacy Policy
- **Note:** Only activated when you explicitly connect Strava

4.3 Expo (Push Notifications)

- **Purpose:** Deliver push notifications
- **Data:** Device tokens, notification content
- **Location:** United States
- **More Info:** Expo Privacy Policy
- **Note:** Only active when you enable notifications

4.4 OpenAI (AI Features - Optional)

- **Purpose:** AI-powered training insights
- **Data:** Anonymized workout summaries
- **Location:** United States

- **More Info:** OpenAI Privacy Policy
- **Note:** Only active when you use AI features; data is anonymized

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5. OAuth Authentication Cookies

When you connect third-party services like Strava, you are redirected to their website for authentication. During this process:

- **Strava's Cookies:** Strava uses their own cookies for authentication
- **Session Cookies:** Temporary cookies to complete the OAuth flow
- **Our Handling:** We only receive the authorization token, not Strava's cookies

These cookies are governed by the respective service's cookie policy.

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6. Your Choices and Controls

6.1 Managing Consent In-App

You can manage your tracking preferences through:

Settings > Privacy > Manage Consent

Here you can enable or disable:

- ✅ Analytics tracking
- ✅ Marketing tracking
- ✅ Health data collection
- ✅ External integrations (Strava)

6.2 Device-Level Controls

You can also control tracking at the device level:

iOS:

- Settings > Privacy & Security > Tracking
- Settings > Privacy & Security > Analytics & Improvements

Android:

- Settings > Privacy > Ads - Settings > Google > Ads

6.3 Push Notification Controls

Manage push notification permissions:

- In-app: Settings > Notifications
- iOS: Settings > Push Beyond > Notifications
- Android: Settings > Apps > Push Beyond > Notifications

6.4 Clearing Local Data

To clear all local data:

1. Delete the app from your device
2. Reinstall if you wish to continue using Push Beyond

Note: This only clears local data. Your account data on our servers remains until you delete your account.

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7. Data Retention

Data Type	Retention Period
Essential storage	Until logout or app deletion
Consent preferences	Until you change them or delete account
Analytics data	2 years
Marketing identifiers	1 year
Workout drafts	7 days auto-cleanup
Device tokens	Refreshed every 7 days

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8. International Data Transfers

Some technologies involve data transfer outside the European Economic Area:

Service	Location	Safeguard
Supabase	EU (Frankfurt)	No transfer required
Strava	United States	Standard Contractual Clauses
Expo	United States	Standard Contractual Clauses
OpenAI	United States	Standard Contractual Clauses + Anonymization

9. Updates to This Policy

We may update this Cookie Policy from time to time. We will notify you of any material changes by:

- Updating the "Last Updated" date
- Notifying you through the App for significant changes

We recommend reviewing this policy periodically.

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10. Do Not Track (DNT)

Some browsers offer a "Do Not Track" feature. Our mobile app:

- Respects your consent preferences set within the App
- Provides granular controls for different tracking types
- Does not respond to browser DNT signals (as a mobile app, not a website)

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11. Children's Privacy

Push Beyond is not intended for anyone under 16, and we do not knowingly collect tracking data from them. If you believe someone under 16 is using the App, please contact us and we will delete their account and data.

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12. Contact Us

If you have questions about this Cookie Policy or our use of tracking technologies:

Email: privacy@push-beyond.com
Website: push-beyond.com

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13. Summary of Your Rights

Right	How to Exercise
Opt-out of analytics	Settings > Privacy > Manage Consent
Opt-out of marketing	Settings > Privacy > Manage Consent

Right	How to Exercise
Disable notifications	Settings > Notifications or device settings
Disconnect Strava	Settings > Connected Apps
Clear local data	Delete and reinstall the app
Delete all data	Settings > Privacy > Delete My Account

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