

Privacy Policy for Splash Reader

Last Updated: February 15, 2026

Splash Reader ("the App") is developed by Splash Software, LLC ("we", "us", or "our"). This Privacy Policy explains how we handle information when you use our App on iPad and Apple Vision Pro.

We are committed to protecting your privacy. Splash Reader is designed to minimize data collection — we do not sell your data, we do not build advertising profiles, and we do not share your information with data brokers.

1. Information We Collect

1.1 Account Information

When you choose to sign in with Apple, we receive a unique, anonymized user identifier generated by Apple. This identifier is used solely to:

- Sync your AI token balance across your devices
- Prevent abuse of free token grants
- Process and verify your in-app purchases

We do **not** receive or store your name, email address, or other personal details from your Apple ID.

1.2 Reading Data (Stored Locally and via iCloud)

Your comic library, reading progress, shelf organization, and reading preferences are stored locally on your device and synced across your devices via Apple's iCloud (CloudKit). This data is managed entirely by Apple's infrastructure and is not accessible to us. We do not have access to your iCloud data.

1.3 AI Feature Data

When you use the App's AI-powered features (Ask AI, Translate, Define, Auto-Translate), the following data is sent to Google's servers for processing:

- **Image data:** The selected region of a comic page you choose to analyze
- **Text data:** Extracted text from comic pages when using translation features
- **Your prompt or question:** The text of questions you ask about selected content

This data is sent to **Google** via the Firebase AI SDK, which uses Google's Gemini generative AI models to process your request. Google processes this data to generate a response and may retain it in accordance with [Google's Privacy Policy](#) and [Google's Generative AI Terms](#).

Important: AI features are entirely opt-in. No data is sent to Google unless you actively use an AI feature. Before your first AI request, the App will ask for your explicit consent to share data with Google's AI service.

1.4 Analytics Data (Aggregate)

We use analytics services to understand how the App is used in aggregate, so we can improve the experience. The following anonymous, non-personal data is collected:

Via Mixpanel:

- App events (e.g., "book opened", "setting changed", "purchase completed") — no personal identifiers are attached
- Device platform (iPad or visionOS) and app version

Via Firebase Analytics (iPad only):

- Standard app usage events (e.g., token purchases, token consumption)
- No personally identifiable information is included

Mixpanel is initialized with `trackAutomaticEvents: false` — we only track specific, intentional events listed above. We do not track your browsing habits, reading content, or personal behavior patterns.

1.5 AI Usage Logs (Firebase Firestore — iPad only)

When you use AI features, we log the following operational data to Firebase Firestore for service monitoring and abuse prevention:

- Your anonymous Firebase user ID (not your Apple ID or email)
- AI model used, request type (translate, identify, etc.), success/failure status
- Response latency and tokens consumed
- Platform and app version

This data is used to monitor service health, detect abuse, and ensure fair usage of AI resources. It is **not** used for advertising or shared with third parties beyond Google (as the Firestore hosting provider).

1.6 Crash Reports

We use Firebase Crashlytics to collect anonymous crash reports. These include device model, OS version, and stack traces to help us fix bugs. No personal information is included in crash reports.

2. How We Use Your Information

We use the collected information for the following purposes only:

Data	Purpose
Anonymous user ID	Token balance sync, purchase verification, abuse prevention
AI image/text data	Processing your AI request (sent to Google, not stored by us)
Analytics events	Understanding aggregate app usage to improve features
AI usage logs	Service health monitoring, abuse detection, fair usage enforcement
Crash reports	Identifying and fixing bugs

We do **not** use your data for:

- Advertising or ad targeting
- Building personal profiles
- Selling to third parties
- Training AI models (our use of Google's AI is governed by Google's data policies)

3. Third-Party Services

The App uses the following third-party services:

Service	Provider	Purpose	Data Shared
Firebase AI (Gemini)	Google	AI image analysis and translation	Selected images, text, and prompts

Firebase Authentication	Google	Anonymous user accounts	Anonymous user ID
Firebase Firestore	Google	Token balance backup, AI usage logs	Anonymous user ID, token balances, usage metrics
Firebase Crashlytics	Google	Crash reporting	Anonymous crash data
Firebase Analytics	Google	Aggregate usage analytics (iPad only)	Anonymous event data
Mixpanel	Mixpanel Inc.	Aggregate usage analytics	Anonymous event data
Apple CloudKit	Apple	Reading progress and library sync	Library metadata (managed by Apple)
Apple StoreKit	Apple	In-app purchases and subscriptions	Purchase transactions (managed by Apple)

Each third-party service is governed by its own privacy policy:

- [Google Privacy Policy](#)
- [Mixpanel Privacy Policy](#)
- [Apple Privacy Policy](#)

4. AI Data Sharing — Your Consent

Before the App sends any data to Google's AI service, you will be asked for explicit consent. This consent dialog clearly explains:

- What data will be sent (images and/or text from your comics)
- Who the data is sent to (Google)
- Why the data is sent (to process your AI request)

You can decline, and the App will continue to function normally without AI features. If you previously consented and wish to revoke consent, you can simply stop using AI features — no data is sent unless you actively initiate an AI request.

5. Auto-Renewable Subscriptions

The App offers the following in-app purchase options:

- **AI Token Pack** (one-time purchase): A bundle of 3,000 AI tokens that do not expire
- **Monthly AI Subscription** (auto-renewable): 3,000 AI tokens per month

Subscription details:

- Payment is charged to your Apple ID account at confirmation of purchase
- The subscription automatically renews each month unless canceled at least 24 hours before the end of the current period
- Your account is charged for renewal within 24 hours prior to the end of the current period
- You can manage and cancel your subscriptions in your Apple ID account settings
- Any unused portion of a free trial period (if offered) is forfeited when you purchase a subscription

All payment processing is handled by Apple. We do not receive or store your payment information.

6. Data Storage and Security

- **Local data** (comic files, reading preferences): Stored on your device only
- **iCloud data** (library metadata, reading progress): Stored in your personal iCloud account, managed by Apple
- **Token balances**: Stored in iCloud Key-Value Store (primary) with a Firestore backup
- **AI usage logs and analytics**: Stored in Firebase Firestore (Google Cloud infrastructure)

We do not operate our own servers for user data storage. All cloud data is hosted by Apple (iCloud) or Google (Firebase).

7. Data Retention

- **AI request data** (images, text sent to Google): We do not store this data. Google's retention policies apply to data processed by their AI services.
- **AI usage logs**: Retained in Firestore for service monitoring purposes.
- **Analytics data**: Retained per Mixpanel's and Firebase's standard retention policies.
- **Token balance snapshots**: Retained as long as your account exists, for purchase recovery purposes.

8. Children's Privacy

Splash Reader does not knowingly collect personal information from children under 13. The App does not require an account to use basic reading features.

9. Your Rights

You can:

- **Use the App without AI features** — no data is sent to third parties beyond anonymous analytics
- **Decline AI consent** — AI features will be disabled but all other features remain available
- **Delete your local data** — by removing books from your library or deleting the App
- **Request data deletion** — contact us to request deletion of any Firebase-stored data associated with your anonymous user ID

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of significant changes through the App or via the App Store update notes. The "Last Updated" date at the top of this policy reflects the most recent revision.

11. Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

- **Email**: support@splashreader.com
- **Discord**: <https://discord.gg/wkKUTd6vbP>