

Betty's HOME – Privacy Policy

Betty's Academy s.r.o. · Effective from 31 October 2026

1. Who is responsible for your data

This Privacy Policy explains how we handle personal data in the Betty's HOME English app (the "App"), on app.bettyshomeenglish.com and on our website bettyshomeenglish.com (together, the "Service").

The controller of your personal data is:

- Betty's Academy s.r.o.
- Riečna 481/10, 013 13 Rajecské Teplice, Slovakia
- Company ID (IČO): 36000272
- Email: info@bettysacademy.com

We have not appointed a data protection officer. For any privacy question or request, write to the email above. We process personal data in line with Regulation (EU) 2016/679 (GDPR) and Slovak Act No. 18/2018 Coll. on Personal Data Protection.

2. What we collect, why and for how long

Data	Why we use it	Legal basis (GDPR)	How long we keep it
Account: your email address and password (stored only as a secure hash; we never see it)	to create your account and sign you in	contract, Art. 6(1)(b)	until you delete your account
Profile: your first name, your child's first name and age range	to personalise the texts you see	contract, Art. 6(1)(b)	until you change or remove them, or delete your account
Use of the App: the days you tapped "I own it" on a card, cards you used, your favourite cards, the last card you opened and the phrases you write in My phrases	to provide the App and show your progress	contract, Art. 6(1)(b)	until you delete your account
Community (subscribers only): the name you choose, your posts, comments and likes, reports and blocks you make, and notifications about replies	to run the community	contract, Art. 6(1)(b)	until you delete them or your account
Community safety: reports about posts and members	to review reports, hide posts and remove members who break the rules	legitimate interest in a safe community, Art. 6(1)(f)	until the report is resolved, then deleted with the accounts involved

Subscription: whether your Subscription is active, where you bought it (Apple, Google or our website) and when it renews	to give you access to paid content	contract, Art. 6(1)(b)	until you delete your account
Payment and invoice records	accounting and tax	legal obligation, Art. 6(1)(c)	as long as Slovak accounting and tax law requires (up to 10 years)
Service emails: your email address	account confirmation, password reset, early access and trial reminders, changes to prices or Terms	contract, Art. 6(1)(b)	until you delete your account
Welcome emails and Betty's Tuesday tips: your email address and first name, and which emails you open and click	to help you start with the App and send you tips by email (see section 3)	legitimate interest, Art. 6(1)(f)	until you unsubscribe
Support and complaints: your messages and our replies	to answer you and handle complaints	contract, Art. 6(1)(b); legal obligation, Art. 6(1)(c)	3 years after the matter is closed
Technical data: IP address, device or browser information in server logs	to deliver the Service and keep it secure	legitimate interest, Art. 6(1)(f)	for the limited period set in our providers' log settings
Website cookies: see section 5	statistics and ad measurement on bettyshomeenglish.com	consent, Art. 6(1)(a)	see section 5

We do not sell your data and we do not make automated decisions about you.

3. Emails from Betty

When you create an account, we add your email address and first name to Kit, our email service. From Kit you receive welcome emails that help you start with the App, and Betty's Tuesday tips about speaking English with your child. We tell you about this when you sign up.

You can unsubscribe at any time with the link in every email. Unsubscribing does not affect your account or your Subscription. Deleting your account does not unsubscribe you: Betty's emails are about speaking English with your child and continue until you use the unsubscribe link. Service emails, such as password reset, are sent separately and do not depend on this.

4. Inside the App

The App does not show advertising, does not track you across other apps or websites, does not use analytics cookies and does not use Google Analytics or Meta Pixel. It only stores what it needs to keep you signed in on your device. Video playback analytics at our video provider are switched off.

5. Cookies on our website

Our website bettyshomeenglish.com uses cookies. Cookies are small files stored in your browser.

Type	What it does	Your choice
Necessary	keeps the website working and remembers your cookie choice	always on
Analytics (Google Analytics)	shows us which pages are visited, so we can improve them; cookies kept up to 2 years	only with your consent
Marketing (Meta Pixel)	measures our ads on Facebook and Instagram; cookies kept up to 3 months	only with your consent

When you first visit the website, a cookie banner lets you accept or refuse analytics and marketing cookies. Refusing is as easy as accepting. You can change your choice at any time with the "Cookie settings" link at the bottom of every page.

6. Who processes your data for us

Provider	What they do	Location
Supabase	database and login	servers in Ireland, EU
Vercel	hosting of the App and website	EU and USA
Mux	video streaming (playback analytics switched off)	USA
Resend	sending service emails	servers in Ireland, EU
Kit (ConvertKit)	welcome emails and Tuesday tips	USA
Stripe	card payments and invoices on the web	EU, with transfers to the USA
RevenueCat	subscription status for purchases in the App Store and Google Play	USA
Apple and Google	purchases in their stores, under their own privacy policies	EU, with transfers to the USA
Google Ireland	Google Analytics on the website, only with your consent	EU, with transfers to the USA
Meta Platforms Ireland	Meta Pixel on the website, only with your consent	EU, with transfers to the USA
Our accountant	bookkeeping	Slovakia

These providers process data only on our instructions and under data processing agreements, except Apple, Google and Meta, which act under their own policies for their part. Some providers are based in the United States. Such transfers are covered by the EU-U.S. Data Privacy Framework or the EU Standard Contractual Clauses.

We share data with authorities only when the law requires it, and with our legal advisers when we need to protect our rights.

7. Deleting your account

In the App: Account > Delete my account. It takes effect immediately. Your account, profile, progress, phrases, community posts, likes and notifications are deleted right away. Betty's emails

continue until you unsubscribe (section 3). Copies in backups are overwritten within 30 days. Payment and invoice records are kept as long as the law requires. Without the App: send an email to info@bettysacademy.com from the address you signed up with and ask us to delete your account. We will delete it and confirm within 30 days. Deleting your account does not cancel a Subscription bought in the App Store or Google Play. Please cancel it there first.

8. Your rights

You have the right to access your data, correct it, delete it, receive it in a portable format, restrict its processing, object to processing based on our legitimate interest and withdraw your consent at any time. You can always object to emails from Kit by unsubscribing.

To use any of these rights, write to info@bettysacademy.com. We may ask you to write from the email address linked to your account, so we can confirm it is you. We will reply within one month. You can also complain to the Office for Personal Data Protection of the Slovak Republic (Úrad na ochranu osobných údajov SR, Hraničná 12, 820 07 Bratislava, www.dataprotection.gov.sk) or to the data protection authority in your country. We would appreciate the chance to resolve it with you first.

9. Security

All data is encrypted in transit. Access to your data is limited by database rules, so each user can read only their own data. Videos are streamed with short-lived signed links. Everyone who works with your data is bound by confidentiality.

10. Children

The App is meant for parents, and accounts are for adults only. Children do not use the App on their own. If you enter your child's first name and age range, we use them only to personalise the texts you see. You can change or remove them in Account. Please do not post photos or details that identify your child in the community.

11. Changes

If we change this policy, we will update the date above. If the change is important, we will tell you in the App or by email.