

# PRESSURETALK

## Privacy Policy

Last updated March 24, 2026

Akinware Interactive Limited | [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro)

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This Privacy Policy explains how Akinware Interactive Limited ('we', 'us', or 'our') collects, stores, uses, and shares your personal information when you use PressureTalk — an AI-powered conflict rehearsal app designed to help you practice difficult conversations. This policy applies when you:

- Download and use the PressureTalk mobile application on Android or iOS
- Create an account, complete the onboarding process, or use any feature of the app
- Engage in practice sessions, receive coaching debriefs, use Voice Mode, or build custom scenarios
- Interact with us for support, marketing, or any other purpose

We are responsible for decisions about how your personal information is handled. If you do not agree with our policies and practices, please do not use our services. For any questions or concerns, contact us at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro).

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## Summary of Key Points

*This summary highlights the most important points. Read each section below for full details.*

### What personal information do we collect?

We collect the information you provide when you sign up, use the app, and interact with our features — including your name, email, and session activity. We also collect microphone data when you use Voice Mode, which is deleted immediately after processing.

### Do we process sensitive personal information?

No. We do not process sensitive personal information.

### Do we collect information from third parties?

No. We do not collect information from third parties.

### How do we use your information?

We use your information to operate PressureTalk, personalise your experience, deliver coaching debriefs, track your progress, and communicate with you. We only process your data when we have a valid legal basis to do so.

### **With whom do we share your information?**

We share your information only in specific situations — for example, with AI service providers that power our coaching features, or in the event of a business transfer. We do not sell your personal information.

### **How do we keep your information safe?**

We use technical and organisational safeguards including HTTPS encryption, Firebase secure infrastructure, and strict access controls. No system is completely secure and we cannot guarantee absolute security.

### **What are your rights?**

Depending on where you live, you may have rights to access, correct, delete, or restrict the processing of your personal information. Contact us at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro) to exercise any of these rights.

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## **1. What Information Do We Collect?**

*In short: We collect information you provide to us and information generated through your use of the app.*

### **Account Information**

When you create a PressureTalk account, we collect your full name, email address, and password. Your password is never stored in plain text — it is encrypted using Firebase Authentication's secure hashing system. We also generate a verification code sent to your email address to confirm your identity before you can access the app.

### **Onboarding Data**

During the onboarding process, we ask you to share your professional role, your goals for using PressureTalk, and how conflict typically makes you feel. This information is used to personalise your experience — including generating a custom conflict profile and recommending the most relevant scenarios for you. This data is stored securely in your account and can be edited at any time from Settings.

### **Session Data**

When you complete a practice session, we store a record of that session including the scenario title, category, difficulty level, duration, completion date, and the scores generated by your AI coaching debrief. This includes your overall score and your individual skill dimension scores across Staying Calm Under Pressure, Clarity of Communication, Handling Pushback, and

Empathy. Full conversation transcripts are used to generate your debrief and are stored securely under your account.

### **Journal Data**

If you choose to write a journal reflection after a session, your response is saved privately to your account. Journal entries are never shared, never visible to other users, and never used for any purpose other than your personal reference.

### **Story Wall Submissions**

If you choose to share an anonymous outcome on the Story Wall, only the text of your submission, the scenario category, and the time of posting are stored. No name, email, user ID, or any identifying information is attached to Story Wall entries. Submissions are genuinely anonymous even at the database level.

### **Progress and Badge Data**

We store your streak, total sessions completed, average scores, weekly activity, and badge milestones. This data powers the Your Progress screen and is used to encourage consistent practice.

### **Voice Mode Data**

When you use Voice Mode, your spoken responses are captured via your device's microphone and transcribed to text in real time. The transcribed text is processed identically to a typed message. Raw audio recordings are not stored — they are deleted immediately after transcription, typically within seconds. We request microphone permission before activating Voice Mode. You can revoke microphone access at any time in your device settings, which will disable Voice Mode but not affect any other features.

### **Payment Data**

PressureTalk offers two payment routes depending on how you subscribe: In-app purchases (Android and iOS): If you subscribe through the app directly, payment is processed by Google (Google Play) or Apple (App Store) respectively. All payment data in this case is handled entirely by Google or Apple under their own privacy policies. We receive only a confirmation of payment status — we never see or store your card details. Web subscriptions (pressuretalk.pro): If you subscribe through our website, payment is processed by Paystack — a secure, PCI-DSS compliant payment gateway. Paystack handles all card data on our behalf. We do not store your full card number, CVV, or any raw payment credentials on our servers. We receive only a payment confirmation and a transaction reference from Paystack. You can review Paystack's privacy policy at [paystack.com/privacy](https://paystack.com/privacy). Regardless of which payment route you use, PressureTalk never stores your payment card details.

### **Device and Technical Data**

We may collect technical information such as your device type, operating system, app version, and general usage patterns. This information is used to maintain app performance, fix bugs, and improve the user experience.

### Social Media Login Data

If you choose to register or log in using a social media account, we receive limited profile information from that provider — typically your name and email address. We use this only to create and manage your account.

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## 2. How Do We Process Your Information?

*In short: We process your information to deliver PressureTalk, personalise your experience, and improve our services.*

We process your personal information for the following specific purposes:

- Account creation and authentication — to allow you to register, log in, verify your email, and maintain a secure account
- Onboarding personalisation — to generate your custom conflict profile and recommend the most relevant practice scenarios based on your goals and role
- Practice session delivery — to run your sessions, manage the 25-minute timer for free users, and track session completion against your monthly allowance
- AI coaching debrief generation — to analyse your full conversation transcript and produce a personalised debrief with scores, strengths, improvements, and a key moment analysis
- Custom Scenario Builder — to take your real-life situation description and generate a tailored practice scenario from it
- Pre-Conversation Checklist — to pull relevant coaching notes from your past sessions and present them before a real conversation
- Progress tracking — to calculate your streak, update your skill scores, unlock badges, and populate the Your Progress screen with real data
- Story Wall — to display anonymous user outcomes and moderate submissions for appropriateness before publishing
- Push notifications — to send you reminders about your streak, session availability, and app updates, where you have granted permission
- Subscription management — to track your plan status, session usage, and billing dates
- Security and fraud prevention — to detect suspicious activity, block disposable email addresses at sign-up, and protect account integrity
- Legal compliance — to meet our obligations under applicable law
- Marketing communications — where you have consented, to send information about new features, scenarios, and promotions. You can opt out at any time.

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## 3. What Legal Bases Do We Rely On?

*In short: We only process your personal information when we have a valid legal reason.*

### **For users in the EU or UK:**

Under the GDPR and UK GDPR we rely on the following legal bases:

- **Consent** — where you have given permission for a specific purpose, such as marketing communications or enabling Voice Mode. You may withdraw consent at any time.
- **Performance of a Contract** — where processing is necessary to provide the services you have signed up for, including delivering sessions, generating debriefs, and managing your subscription.
- **Legitimate Interests** — where processing is reasonably necessary to run and improve PressureTalk without overriding your rights. For example, to maintain app security, track aggregate usage patterns, or send information about new scenarios and features.
- **Legal Obligations** — where processing is required to comply with applicable law or regulatory requirements.
- **Vital Interests** — where processing is necessary to protect someone's safety in exceptional circumstances.

### **For users in Canada:**

We process your information where you have given express or implied consent. You may withdraw consent at any time. In limited circumstances, processing without consent may be permitted by law — for example, for fraud detection or legal compliance.

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## **4. When and With Whom Do We Share Your Information?**

*In short: We share your information only in specific, limited circumstances. We do not sell your data.*

### **AI Service Providers**

The core features of PressureTalk — including the session AI, coaching debrief, custom scenario generation, onboarding analysis, and content moderation — are powered by AI. To deliver these features, your conversation content and relevant session data are shared with our AI service providers. This sharing is governed by data processing agreements that require providers to handle your information securely and only for the purposes specified.

### **Firestore (Google)**

We use Firestore for user authentication, secure data storage, and real-time database functionality. Your account information and session data are stored in Firestore under your unique user ID. Firestore infrastructure is subject to Google's security standards and privacy policies.

### **EmailJS**

We use EmailJS to deliver transactional emails — specifically the 8-digit email verification code sent at account registration. EmailJS does not store your email content beyond what is required to deliver the message.

### Apple and Google (Payments)

PressureTalk uses two payment providers depending on how you subscribe. In-app purchases made through the Android or iOS app are processed by Google (Google Play) or Apple (App Store) respectively — both handle all payment data under their own privacy policies. Subscriptions made through our website at [pressuretalk.pro](https://pressuretalk.pro) are processed by Paystack, a PCI-DSS compliant payment gateway. In all cases, we receive only a confirmation of payment status and a transaction reference. We never store or access your card details.

### Business Transfers

If Akinware Interactive Limited is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you if this occurs and your information becomes subject to a different privacy policy.

### Story Wall

Content you voluntarily submit to the Story Wall is displayed publicly within the app. Story Wall submissions are anonymised before publication — no name, account, or identifying information is ever attached to or recoverable from a published story.

**We do not sell, rent, or share your personal information with advertisers or third parties for commercial purposes. PressureTalk is an ad-free product.**

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## 5. Do We Offer AI-Based Products?

*In short: Yes. PressureTalk's core features are powered by AI and your session content is processed accordingly.*

PressureTalk is built around AI-powered features. The following functions rely on AI processing of your inputs:

- Practice Sessions — your messages during a session are sent to our AI service to generate realistic, contextually appropriate responses from the AI character you are practicing with
- Coaching Debrief — your full conversation transcript is analysed by AI after every session to generate your personalised scores, strengths, improvements, and key moment analysis
- Onboarding Analysis — your quiz answers are analysed by AI to generate your personalised conflict profile and scenario recommendations
- Custom Scenario Builder — your description of a real-life situation is sent to AI to generate a tailored practice scenario, character, opening message, and coaching focus
- Pre-Conversation Checklist — your past debrief data is analysed by AI to generate a personalised pre-conversation briefing

- Daily Two-Minute Drill — AI generates a fresh conflict opening statement each day for your quick practice drill
- Post-Session Journal Prompt — AI generates a specific reflective question based on your session debrief data
- Story Wall Moderation — AI reviews submitted stories for personal information, profanity, and inappropriate content before publication

All AI processing is carried out by third-party service providers under data processing agreements. Your inputs are used only to generate the outputs described above — they are not used to train AI models or shared for any other commercial purpose.

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## 6. How Do We Handle Social Logins?

*In short: If you log in using a social media account, we receive limited profile information from that provider.*

Where we offer social login options, we receive certain profile information from your chosen provider — typically your name and email address. We use this information only to create and manage your PressureTalk account. We are not responsible for how your social media provider handles your data and encourage you to review their privacy policy directly.

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## 7. Is Your Information Transferred Internationally?

*In short: Your information may be stored or processed in countries other than your own.*

Our infrastructure and third-party service providers may operate in multiple countries. If you access PressureTalk from outside those countries, your information may be transferred to and processed in other jurisdictions. Where required — for example, for users in the EEA, UK, or Switzerland — we implement appropriate safeguards such as the European Commission's Standard Contractual Clauses to ensure your information receives an equivalent level of protection regardless of where it is processed.

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## 8. How Long Do We Keep Your Information?

*In short: We keep your information for as long as your account is active or as required by law.*

We retain your personal information for as long as your account exists and for a reasonable period thereafter where required by law or for legitimate business purposes such as fraud prevention. Specific retention periods:

- Account information (name, email) — retained for the duration of your account and deleted within 30 days of a valid account deletion request
- Session records and debrief data — retained for the lifetime of your account to power progress tracking and session history
- Journal entries — retained for the lifetime of your account and deleted immediately upon account deletion
- Story Wall submissions — retained indefinitely in anonymised form. Because no identifying information is stored, individual submissions cannot be linked to a specific user and therefore cannot be deleted on a per-user basis
- Voice Mode audio — raw audio is deleted immediately after transcription, typically within seconds. Transcribed text is retained as part of the session record
- Verification codes — deleted immediately after successful verification or upon expiry after 15 minutes

When we no longer have a legitimate reason to retain your information, we will delete or anonymise it. If immediate deletion is not possible due to backup storage, we will isolate the data from further processing until deletion is possible.

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## 9. How Do We Keep Your Information Safe?

*In short: We use multiple layers of technical and organisational security to protect your information.*

We have implemented the following security measures to protect your personal information:

- All data transmission between the app and our servers uses HTTPS encryption
- Passwords are never stored in plain text — they are hashed using Firebase Authentication's secure encryption
- Email verification is required before any new account can access the app — preventing unauthorised account creation
- Disposable and temporary email addresses are blocked at sign-up using a local blocklist of 200+ known domains, subdomain detection, and pattern-based analysis
- Session and account data is stored in Firebase Firestore with strict access rules that prevent one user from accessing another user's data
- Story Wall submissions are stored with no user identifiers — anonymity is enforced at the database level, not just at the display level
- Our team operates on a need-to-know basis for access to any personal data

Despite these safeguards, no electronic system is completely secure. We cannot guarantee that unauthorised access, data breaches, or loss will never occur. You access PressureTalk at your own risk and should use a strong, unique password and a secure internet connection.

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## 10. Do We Collect Information From Minors?

*In short: PressureTalk is for users aged 16 and over. We do not knowingly collect data from anyone younger.*

PressureTalk is intended for users aged 16 and over. We do not knowingly collect, solicit, or market to individuals under 16. The nature of our content — practicing emotionally charged conversations involving workplace, relationship, and personal conflict — is not appropriate for younger audiences.

By creating an account, you confirm that you are at least 16 years old. If we discover that an account belongs to a user under 16, we will deactivate the account and delete all associated data as promptly as possible. If you are aware of any such case, contact us immediately at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro).

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## 11. What Are Your Privacy Rights?

*In short: Depending on your location, you have rights to access, correct, delete, or restrict the use of your personal information.*

In certain regions — including the EEA, UK, Switzerland, and Canada — you may have the following rights:

- The right to request access to and a copy of your personal information
- The right to request correction of inaccurate or incomplete personal information
- The right to request deletion of your personal information
- The right to restrict or object to the processing of your personal information
- The right to data portability where technically feasible
- The right not to be subject to solely automated decision-making that produces significant legal or similarly significant effects

To exercise any of these rights, contact us at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro). We will respond in accordance with applicable data protection law. If you are in the EEA or UK and believe we are unlawfully processing your information, you have the right to lodge a complaint with your local data protection authority.

### Withdrawing Consent

Where we process your information on the basis of your consent, you may withdraw that consent at any time by contacting [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro) or by adjusting your settings within the app. Withdrawal of consent does not affect the lawfulness of any processing carried out before withdrawal.

### Opting Out of Marketing

You can unsubscribe from marketing emails at any time by clicking the unsubscribe link in any marketing communication, or by contacting [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro). We may still send you essential service communications such as account verification, billing confirmations, and security alerts.

### Account Deletion

You can request deletion of your account at any time from Settings > Delete Account within the app. Upon a valid deletion request, we will remove your account and all associated personal data from our active databases within 30 days. Anonymised Story Wall submissions cannot be linked back to your account and will not be deleted as part of this process.

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## 12. Controls for Do-Not-Track Features

Many web browsers and mobile operating systems include a Do-Not-Track ('DNT') setting that allows you to signal your preference not to have your online activity monitored. At this time, no universally accepted standard exists for recognising or responding to DNT signals. As such, we do not currently respond to DNT signals. If an industry or legal standard is established that we are required to follow, we will update this policy accordingly.

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## 13. Do United States Residents Have Specific Privacy Rights?

*In short: Residents of certain US states have additional rights regarding their personal information.*

If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may have specific rights under applicable state privacy law, including the right to access, correct, delete, or opt out of the sale or sharing of your personal information.

### Categories of Personal Information We Collect

The following table shows the categories of personal information we have collected in the past twelve months:

| Category   | Examples   | Collected  |
|--|--|------------|
| <b>A. Identifiers</b>  | Name, email address, username, account name, unique identifier, IP address | <b>YES</b> |
| <b>B. Personal information (California Customer Records)</b> | Name and contact information   | <b>YES</b> |
| <b>C. Protected classification</b>                           | Gender, age, race, ethnicity, marital status                               | NO         |

| characteristics                                     |  |            |
|---|--|------------|
| <b>D. Commercial information</b>                    | Transaction and purchase history, financial details                    | NO         |
| <b>E. Biometric information</b>                     | Fingerprints and voiceprints   | NO         |
| <b>F. Internet or network activity</b>              | Browsing history, online behaviour, interactions with our services     | NO         |
| <b>G. Geolocation data</b>                          | Device location  | NO         |
| <b>H. Audio, electronic, or sensory information</b> | Audio recordings created in connection with Voice Mode sessions        | <b>YES</b> |
| <b>I. Professional or employment information</b>    | Job title, work history, professional qualifications                   | NO         |
| <b>J. Education information</b>                     | Student records and directory information                              | NO         |
| <b>K. Inferences from personal information</b>      | Profiles or summaries about individual preferences and characteristics | NO         |
| <b>L. Sensitive personal information</b>            |  | NO         |

Retention periods for collected data:

- Category A (Identifiers) — retained for the duration of your account
- Category B (Personal information) — retained for the duration of your account
- Category H (Audio data) — Voice Mode audio is deleted immediately after transcription, within seconds

## Your Rights as a US Resident

Your rights may include:

- Right to know whether we are processing your personal data
- Right to access your personal data
- Right to correct inaccuracies
- Right to request deletion
- Right to obtain a copy of personal data previously shared with us
- Right to non-discrimination for exercising your rights
- Right to opt out of the sale or sharing of personal data or its use for targeted advertising or profiling

To exercise any of these rights, contact us at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro). We may need to verify your identity before processing your request. If you use an authorised agent to submit a request on your behalf, that agent must provide written proof of authorisation.

## Appeals

If we decline to act on your request, you may appeal by emailing [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro). We will respond in writing with an explanation of our decision. If your appeal is denied, you may submit a complaint to your state attorney general.

## California Shine The Light Law

California residents may request information once per year about any personal data we disclosed to third parties for direct marketing purposes in the preceding calendar year. To make such a request, contact us in writing at [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro).

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## 14. Do Other Regions Have Specific Privacy Rights?

*In short: Additional rights may apply depending on your country of residence.*

### Australia and New Zealand

We collect and process personal information in accordance with Australia's Privacy Act 1988 and New Zealand's Privacy Act 2020. This Privacy Policy satisfies the notice requirements of both Acts. If you do not wish to provide information necessary for our services, it may affect our ability to deliver those services, verify your identity, or manage your account.

You have the right to access or request correction of your personal information at any time by contacting [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro). If you believe we are in breach of Australian or New Zealand privacy law, you may complain to the Office of the Australian Information Commissioner or the Office of the New Zealand Privacy Commissioner respectively.

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## 15. Do We Update This Policy?

*In short: Yes, we update this policy as required to stay compliant with applicable law and to reflect changes to our services.*

We may update this Privacy Policy from time to time. The revised date at the top of this document indicates when the most recent update was made. Where changes are material — for example, if we begin collecting new categories of data or change how we use your information — we will notify you by posting a prominent notice within the app or by sending a direct notification to your registered email address. We encourage you to review this policy periodically to stay informed.

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## 16. How Can You Contact Us?

If you have any questions, concerns, or requests relating to this Privacy Policy or how we handle your personal information, please contact us:

### **Akinware Interactive Limited**

Trading as: PressureTalk

Email: [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro)

Website: [pressuretalk.pro](https://pressuretalk.pro)

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## **17. How Can You Review, Update, or Delete Your Data?**

You have the right to access the personal information we hold about you, request corrections, or ask us to delete your data. You may also withdraw consent to our processing of your information at any time. These rights may be limited in certain circumstances by applicable law.

The easiest ways to manage your data:

- Within the app — go to Settings to edit your profile, update your goals, toggle coaching hints, manage your subscription, or delete your account
- By email — contact [admin@pressuretalk.pro](mailto:admin@pressuretalk.pro) with your request and we will respond within the timeframe required by applicable law

We will consider and act upon all valid requests in accordance with applicable data protection legislation.

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***"Practice the conversations you've been avoiding."***

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