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Privacy Policy

GLOCAL REACH PTE. LTD. (collectively “we”, “us”, or “our”) has adopted the Privacy Policy outlined in this document applicable to our mobile app: BiteWise: GLP-1 AI Coach (collectively “App” or “Service”). This Privacy Policy explains how we collect, use, and share information from or about you when you use our App.

PLEASE READ THIS PRIVACY POLICY CAREFULLY TO UNDERSTAND HOW WE HANDLE YOUR INFORMATION. BY USING THE APP, YOU ACKNOWLEDGE YOU HAVE READ AND UNDERSTAND THE PRIVACY POLICY AND THAT WE WILL COLLECT, USE AND SHARE YOUR INFORMATION AS SET FORTH BELOW.

1. Introduction

BiteWise: GLP-1 AI Coach is an internet technology platform providing you with personalized tools and support in order to enhancing your GLP-1 experience. Please note that we are not a medical provider and do not provide any medical advice. Therefore, the personal information you provide to us in the use of the App is not to be deemed as “protected health information” and is not subject to the Health Insurance Portability and Accountability Act (“HIPAA”).

“Personal information” or “personal data” means any information or data that identifies or relates to a particular individual and also includes information or data referred to as “personally identifiable information” or “personal information” or “sensitive personal information” under applicable data privacy laws, rules or regulations.

Please note that the Services we provide are tools of consumer-facing wellness and education and we are also not a “business associate” or “covered entity” under the HIPAA. Therefore, the majority of information we collect and process via the App(including you interacting with our chatbot) is not “protected health information” under the HIPAA.

2. Collection of your personal information

We may collect data, including personal data, about you as you use our App and interact with us. We also acquire personal data from trusted third-party sources and engage third parties to collect personal data on our behalf, in accordance with applicable laws. The types of personal data we may collect and process includes:

- Your IP addresses.
- Your name and email address.
- Your demographic information such as gender, age or birth date.
- Health information, like weight, health or exercise activity monitoring, medical conditions, food and nutrition logging and habits, lifestyle and goals, and similar information.
- Credentialing information such as your login credentials or information generated when the Services are accessed via a third-party (such as Google SSO).
- Sensory information, like the picture or photo you chose to provide.
- Device information includes device types and settings, device identifiers (such as IDFA, IDFV for Android, GAID for IOS), browser types, mobile, wireless, operating system versions, another network information (such as internet service provider name, carrier name and signal strength), and application version numbers.
- Payment information such as payment card information, billing address, and corresponding information.
- User-generated content and community interaction data such as public forum posts, comments on in-app items, reactions and likes, associated metadata, user-selected display names, and any health-related content you voluntarily include in public posts.
- AI chatbot interaction information such as AI-generated responses, chatbot message content and transcripts, session identifiers, delivery status and message timestamps.
- Usage information includes the pages of our App you visit, the time and date of your visit, the time spent on those pages, unique device identifiers another diagnostic data.

3. Purposes of collecting and processing your personal information

We collect personal data for a variety of business reasons, such as:

- Responding to your requests or inquiries.
- Fulfilling orders you have placed.
- Providing you our Services.
- Sending you service-related communications.
- Carrying out research and analytics for uses including improving services and developing new ones.
- Managing risks to our business and protecting the reputation of our businesses.
- Protecting the safety and security of users and visitors of our App.
- Detecting and preventing fraud and other activities that may be illegal or in violation of our Terms of Service.
- Compliance with laws and regulations.

4. Disclosure of information

Personal data may be disclosed in the following ways:

- Within our company and any of our subsidiaries or affiliates for the purposes of data processing, such as marketing, business operations, compliance, security, solution functionality, or storage.
- With business partners, service vendors, authorized third-party agents, or contractors to provide requested services.
- With law enforcement officials, government authorities, or other third parties as necessary to comply with legal process or meet national security requirements; protect the rights, property, or safety of us, our business partners, you, or others; or as otherwise required by applicable law.
- In response to a request for information by a competent authority or third party if we believe the disclosure is in accordance with, or is otherwise required by, any applicable law, regulation, or legal process.

5. Security

The security of your personal information is important to us, and we strive to implement and maintain reasonable, commercially acceptable security procedures and practices appropriate to the nature of the information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure. We also contractually require that our suppliers protect such information from accidental or unlawful destruction, loss, alteration, and unauthorized disclosure or access.

6. Retention

We will keep your information only for as long as it is necessary to fulfill the purposes described above, unless a longer retention is required or permitted by law. We will retain and use your information as necessary to comply with our business requirements and legal obligations, resolve disputes, protect our assets, and enforce our rights and agreements.

We will not retain your information in identifiable form when the purpose(s) for which the data was collected have been achieved and there is no legal or business need to retain such data. Thereafter, the data will either be destroyed, deleted, anonymized, and/or removed from our systems.

7. Children

We do not knowingly collect personal information from children under 18 years old without appropriate parental or guardian consent. We encourage parents and guardians to take an active role in their children's online activities. If you believe that we may have collected personal information from someone under the applicable age of consent in your country without proper consent, please let us know and we will take appropriate measures to investigate and address the issue promptly.

8. Applications of artificial intelligence(“AI”)

In order to provide, improve and personalize our Services, we use artificial intelligence(“AI”) and machine learning technologies, such as using AI to generate content recommendations, analyze user interactions, power our chatbot features and

improve your experience.

Please note that in order to provide personalized guidance, your health records, medication information, meal photos, and chat messages will be sent to OpenAI (GPT) via our secure server. Your data will only be used to generate AI responses and will never be used for advertising or training public AI models.

Information you provide to us through the App may be processed by AI system to offer responses, opinions, or recommendations. Please note that the purposes for AI-generated outputs are only for educational and informational purposes, will not and should not be relied upon or deemed to be as professional medical advice. For the purposes of improving and training our own AI models, we might use aggregated or de-identified data derived from your interactions.

We are committed to using AI responsibly and in accordance with applicable laws and regulations and industry best practices.

9. Our AI chatbot and iMessage

The AI chatbot we provide through the App is provide general educational information about GLP-1 medications, such as precautions of lifestyle, how they work, and potential side effects. Please note that the AI chatbot is for purposes of education only and does not provide any diagnose conditions, medical advice, recommend treatments or dose changes, or replace the diagnosis and treatment of a licensed clinician.

Please do not rely on or use the AI chatbot or iMessage for any emergencies. You should call your local emergency number at once if you are in situation of a medical emergency.

Apple will assign you a unique session identifier when you interact with our AI chatbot through iMessage. Please note that the unique session identifier will not reveal your phone number or email address to us unless you select to share it with us. The

information between your device and Apple's server will be encrypted and forwarded to us through an encrypted channel. In order to operate the service, Apple will process limited session information in accordance with its own privacy policy. Please note that the AI chatbot generates responses to your questions using AI technology and these AI-generated responses are for general educational purposes only and should not be considered medical advice.

We will only use session identifiers, the message content you provide, and relevant timestamps to provide AI chatbot experience, troubleshoot issues, and ensure service security, while respecting your choices.

10. Public information visible to others

When you use the community features (for example, posting in public forums, or commenting on in-app items etc.), other App users may see any content you post (including your chosen display name, comment and post text, reactions, and any related metadata), and depending on the specific feature, it may also be visible to the public through search engines. Please note that we cannot control how other users or third parties handle the content you make public, including caching, copying, screenshotting, or redistributing. We suggest that you shall carefully consider the content you choose to share publicly, especially information about your GLP-1 medications, symptoms, health experiences or side effects.

Please aware that, some publicly shared content, for example forum posts and comments, may still be visible to other users even after you have closed your account, if it has been copied, cached or redistributed by others. We will delete your content from our App upon receiving a valid deletion request. However, we cannot force third parties to delete copies they may have made.

11. Anonymity and pseudonymity

The App allows you to participate in community functions using a self-selected display name, which does not need to be your real name. Although the display name you select

is the only identity that other users can see in community functions, we will internally maintain the association between your display name and your account information (including your shared real name, email address, and health data).

Please aware that we do not guarantee anonymity. Other users may be able to infer your identity based on the content of your posts, your posting patterns, or other contextual information. Additionally, in accordance with valid legal procedures, for example court orders, subpoenas, or requests from law enforcement agencies, we may be required to disclose the real identity behind the display name.

12. Privacy controls of social features

We offer a variety of control options to facilitate your management of visibility and interaction within community features. You can manage these control options through your account settings. Depending on the specific feature, you can control who can view your posts or comments, block other users from interacting with your content, and delete your own posts and comments.

13. Content review and reporting

We may review, manage, and remove user-generated content that violates our terms of service. In order to provide and maintain a safe community environment, we may process your post and comment texts, related metadata, reports submitted by other users, as well as device and account information, for content review and enforcement purposes. To achieve these goals, we may use a combination of automated tools and manual review. If you report content by another user, we may review the reported content, as well as the information related to the reporter and the reported user, in order to evaluate the report.

14. Your rights

Depending on where you live, you may have certain rights with respect to your information. You may have the following rights:

- Provide access to certain information we hold about you, in some cases in a

portable format, if technically feasible.

- Delete certain information.
- Update or correct your information.
- Restrict the use of or object to the processing of your information.
- Withdraw your consent at any time.

You have the right not to be discriminated against (as provided for in applicable law) for exercising your rights under some local laws such as in California.

15. American state privacy rights

You may have certain rights describing below If you reside in certain states in the United States, for example Connecticut, Delaware, Iowa, Maryland, Minnesota, Montana, Nebraska, California, Colorado, New Hampshire, New Jersey, Oregon, Tennessee, Texas, Utah.

- Correction rights: You have the right to request us to correct any inaccurate personal data we have collected about you.
- Deletion rights: You have the right to request us to delete the personal data we have collected about you.
- Portability rights: Where technically feasible, you have the right to request a copy of your personal data in a machine-readable format.
- Access rights: You have the right to request confirmation or access to the personal data we process about you. You can also request a copy of your portable personal data. If you are a resident of Oregon, you also have the right to request a list of specific third parties (excluding natural persons) to whom we have disclosed your personal data.

Please note that we may process personal data of our customers' end-users or employees in order to provide certain services to our customers. If we process your personal data as a service provider, you should first contact the entity that originally collected your personal data to understand your rights regarding such data. Please note that under applicable U.S. state privacy laws, your rights may be subject to certain

conditions or exceptions.

If necessary, we may contact you to obtain personal data that may be deemed "sensitive" under certain U.S. state privacy laws. The categories of sensitive personal data we collect and the purposes for which we collect it have been described above.

Based on the state where you reside, you may have the right to opt-in, opt-out, or, if you are a resident of California, the right to limit our use of your sensitive personal data to permitted purposes only. If you are a resident of California, please note that our use and disclosure of sensitive personal data is limited to permitted purposes as specified in Section 7027(m) of the California Consumer Privacy Act (CCPA), and therefore we do not provide a means for submitting such requests.

According to the legal provisions of where you reside, you may have the right to choose not to use automated decision-making technology, or to opt out of having your personal data used for analysis to assist in decisions that have legal effect or similar significant impact on you (if applicable). However, we will not process your personal data in this manner.

We will not discriminate against you for exercising the rights granted to you by applicable privacy laws. If you exercise the rights granted to you by applicable privacy laws, we will not refuse to provide you with Services, charge different prices or fees, or reduce the quality of Services. However, in accordance with applicable data privacy laws, we may provide different levels of services, and the prices, fees, or quality of Services may vary based on the value of the personal data we receive from you.

According to Sections 1798.83-1798.84 of the California Civil Code, California residents have the right to prevent the disclosure of their personal data to third parties for such third parties' direct marketing purposes. However, we will not disclose your personal data for such purposes. Please note that we are not currently selling your personal data, as the term "sale" is defined in Section 603A of the Nevada Revised

Statutes.

To exercise the rights outlined in this Privacy Policy, you must send us a request that provides sufficient information to enable us to verify that you are the subject of the personal data we have collected (such as your contact information or personal profile), as well as a detailed description of your request, so that we can understand, evaluate, and respond accordingly. Requests that meet both of these criteria will be considered "valid requests". We may not respond to requests that do not meet these criteria. We will only use the personal data provided in valid requests to verify your identity and fulfill your request.

We will strive to respond to your valid request within the timeframe stipulated by applicable privacy laws. Unless your valid request is excessive, repetitive, or manifestly unfounded, we will not charge you any fees. If we determine that your valid request requires a fee, we will inform you of the fee amount and explain the reason for the charge before completing your request.

16. Links to websites and third-party Apps

We may provide access or links to third-party websites, Apps, and services that are outside our control and governed by the respective third party's privacy policy, not by this Privacy Policy. We encourage you to review the privacy notices posted on the websites you visit and in the applications you use.

- Appsflyer: www.appsflyer.com/legal/privacy-policy
- Facebook: www.facebook.com/privacy/policy/?entry_point=comet_dropdown
- Vungle: <https://liftoff.io/privacy-policy/>
- Applovin/Max: www.applovin.com/privacy
- Google Admob/Firebase: policies.google.com/privacy?hl=en
- Pangle: www.pangleglobal.com/zh/privacy/partner-en
- Inmobi: <https://www.inmobi.com/privacy-policy>
- Mintegral: www.mintegral.com/cn/privacy

17. Updated to this Privacy Policy

We may update this Privacy Policy from time to time. If we modify our Privacy Policy, we will post the revised version here with an updated revision date. If we make material changes to our Privacy Policy, we may also notify you by other means, such as by posting a notice on our App or sending you a notification. By continuing to use our App or Services after such revisions are in effect, you accept and agree to the revisions and to abide by them.

18. Contact us

For any questions or complaints about this Privacy Policy or our privacy practices, you can contact us at: wangqi@globalreach.com