

Privacy Policy

Meels — Last updated: 27 April 2026

This Privacy Policy explains how MEELS CO. PTY LTD (44 678 010 485) (“Meels”, “we”, “us”, or “our”) collects, uses, stores, and discloses personal information when you use the Meels mobile application and our website at meelsapp.com (together, the “Service”).

We are based in Australia, and this Privacy Policy is intended to comply with the Privacy Act 1988 (Cth) and the Australian Privacy Principles (APPs). If you access or use the Service from outside Australia, your personal information may be transferred to, stored in, and processed in Australia and other countries where our service providers operate.

By creating an account or using the Service, you acknowledge that you have read and understood this Privacy Policy. If you do not agree to this Privacy Policy, please do not use the Service.

1. Who we are

The Service is operated by MEELS CO. PTY LTD, an Australian proprietary limited company. If you have any questions, concerns, or requests about this Privacy Policy or how we handle your personal information, you can contact us using the details set out in Section 14.

2. Eligibility and age

You must be at least 16 years old to create an account or use the Service. When you sign up, you must confirm that you are 16 or older. By doing so, you represent that this is true.

We do not knowingly collect personal information from children under 16. If we become aware that we have collected personal information from a person under 16, we will take reasonable steps to delete that information and close the relevant account.

If you are a parent or guardian and believe that a child under 16 has provided us with personal information, please contact us and we will act as soon as reasonably practicable.

3. Information we collect

3.1 Information you provide to us

When you create an account and use the Service, we may collect the following information you provide to us:

- authentication details, including your email address and, depending on how you sign in, authentication identifiers from Google Sign-In or Apple Sign-In;
- profile details, such as your username, display name, profile picture, and bio;
- content you upload, including videos, recipe details (such as ingredients, steps, serving sizes, prep times, and cook times), forum posts, comments, likes, follows, shopping list items, and meal plans;
- communications you send to us, including feedback, bug reports, feature requests, content reports, and verification requests; and
- age confirmation, including your confirmation that you are 16 or older at sign-up.

3.2 Information collected automatically

When you use the Service, we may automatically collect certain technical information, including:

- technical log data, such as your IP address, device type, operating system, app version, and request timestamps;
- push notification tokens, if you enable notifications, so that we can send you alerts about activity on your account; and
- crash and error reports if the app encounters a problem, including information about the device state at the time of the error.

3.3 Activity and analytics data

To operate, improve, and measure the Service, we may record certain interactions you have with content. This may include:

- content you view, including which videos and forum posts you have seen, how long you viewed them, and whether you watched them to completion;
- actions you take on content, such as adding ingredients to your shopping list, planning meals, marking meals as cooked, checking off shopping list items, removing items from your shopping list, and reading forum posts;

- patterns and insights derived from these interactions across the Service, which we use to support features such as content ranking, the video feed, recommendations, and creator-level performance analytics; and
- anonymised session recordings of how you interact with the app (including taps, scrolls, and screen navigation) to help us debug issues and improve the user experience. Sensitive fields, such as text inputs, comments, search queries, and shopping list contents, are masked and not visible in those recordings. Session recordings are retained for up to 30 days.

We use this activity data internally to operate and improve the Service. We may also use aggregated and de-identified versions of this data for the brand-related purposes described in Section 6.

3.4 Third-party analytics

We use PostHog, as described in Section 5.1, as our analytics, error tracking, and session replay provider. PostHog processes the activity data described in Section 3.3 on our behalf.

We do not currently use any other third-party analytics SDKs (such as Mixpanel, Google Analytics, or Amplitude), and we do not track your activity across other apps or websites for advertising purposes. If this changes, we will update this Privacy Policy and notify you where required by law.

4. How we use your information

We use your personal information to:

- Provide and operate the Service, including displaying content, powering the video feed, running your shopping list and meal planner, and delivering notifications.
- Authenticate you and secure your account.
- Moderate content, including reviewing videos and forum posts before they are published, reviewing reports of other users' content and comments, and enforcing our Terms of Service.
- Respond to your feedback, bug reports, and support requests.
- Verify content creators who request verification.
- Generate analytics and performance metrics about content and creators on the Service, including for the purposes described in Section 6.

- Detect, prevent, and respond to fraud, abuse, and security incidents, including investigating crashes and errors.
- Comply with our legal obligations.

5. Who we share your information with

We do not sell your personal information. We share it only with the following categories of recipients, and only as needed to operate the Service:

5.1 Service providers

We use trusted third-party service providers to run the Service. These include:

- **Firebase (Google LLC)** — user authentication (email/password, Google Sign-In, Apple Sign-In) and crash reporting.
- **Supabase** — PostgreSQL database hosting for your account and content data.
- **Railway** — backend application hosting.
- **Vercel** — hosting for our website at meelsapp.com.
- **Cloudflare R2** — storage of videos and images you upload.
- **Upstash (Redis)** — caching.
- **Expo (Expo Application Services)** — push notification delivery and mobile build infrastructure.
- **PostHog** — application error tracking, session replay, and product analytics for our backend and mobile app. PostHog records anonymised user interactions to help us debug issues and improve the Service. Sensitive fields and inputs are masked by default. Session recordings are retained for up to 30 days.
- **Apple and Google** — if you use Apple Sign-In or Google Sign-In, your authentication is handled through their systems, subject to their respective privacy policies.

These providers only access your information to the extent needed to perform their services for us, and they are required to protect it.

5.2 Other users

When you use Meels, certain information is visible to other users by design. This includes your username, display name, profile picture, bio, the content you post (videos, forum posts, comments), your likes, your

followers and who you follow, and any verification badge. Your email address, shopping list, meal plans, and private settings are not shown to other users.

5.3 Legal and safety disclosures

We may disclose your information if we reasonably believe it is necessary to:

- Comply with a law, regulation, court order, or lawful request from a government or law enforcement authority.
- Enforce our Terms of Service, including investigating potential violations.
- Detect, prevent, or respond to fraud, security issues, or harm to any person.
- Protect our rights, property, or safety, or that of our users or the public.

5.4 Business transfers

If Meels is involved in a merger, acquisition, financing, reorganisation, bankruptcy, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

6. Sharing data with brands

Meels enables brands and advertisers to discover content creators on the Service for partnership and advertising opportunities. As part of this, we may share information about content and creator performance with brands. The information shared is limited to the following categories:

- Public information about content creators, such as username, display name, profile picture, bio, follower count, and the videos and forum posts they have posted.
- Aggregated statistics about how content performs on the Service, such as total views, likes, comments, and how often viewers add ingredients to their shopping lists, plan meals, or mark meals as cooked from a creator's content.
- The food categories, ingredients, and topics that a creator's content focuses on.

We do not share individual user identities, individual viewing histories, individual shopping lists, or individual meal plans with brands. The data we share with brands is aggregated and does not identify any specific viewer.

If you post content on Meels, you agree that aggregated performance data about your content may be made available to brands for partnership discovery purposes. If you do not want this, you can stop posting content or delete your account. We may also offer settings in the future that allow creators to opt out of brand discovery.

7. International data transfers

Some of our service providers may store or process data outside Australia, including in the United States and other countries. By using the Service, you acknowledge that your information may be transferred to and processed in those countries.

We take reasonable steps to ensure that overseas recipients handle your information in accordance with the Australian Privacy Principles.

8. How we store and protect your information

We take reasonable steps to protect your information from loss, misuse, unauthorised access, disclosure, alteration, and destruction. These steps include encryption of data in transit, authentication controls, access restrictions, and secure hosting.

However, no method of transmission over the internet or electronic storage is completely secure. We cannot guarantee absolute security.

9. How long we keep your information

We keep your information for as long as your account is active. If you delete your account, we will delete or de-identify your personal information and content within a reasonable period, except where we are required to retain it by law, or where we need to retain it to resolve disputes, enforce our agreements, or respond to legal claims.

Database backups are retained for up to 7 days, after which deleted data is no longer recoverable from our backups.

Aggregated and de-identified analytics data, including creator performance metrics, may be retained for longer periods after account deletion. This data cannot reasonably be linked back to your identity.

10. Your rights and choices

10.1 Accessing, updating, and deleting your information

You can:

- Update your profile details (username, display name, profile picture, bio) at any time in the app.
- Delete individual pieces of content you have posted, through the app.
- Delete your account from within the app. Account deletion removes your profile, your content (videos, forum posts, comments), your shopping lists, meal plans, and related data, and deletes your authentication record with Firebase.

10.2 Notifications

You can turn off push notifications at any time in the app's settings, or in your device's system settings for Meels.

10.3 Requesting access or correction

Under Australian privacy law, you have the right to request access to the personal information we hold about you and to request that we correct it if it is inaccurate. To make such a request, contact us at the email address in Section 14.

10.4 Complaints

If you believe we have mishandled your personal information, please contact us first so we can try to resolve the issue. If you are not satisfied with our response, you can lodge a complaint with the Office of the Australian Information Commissioner (OAIC) at oaic.gov.au.

11. Blocking and reporting

The Service includes tools that let you block other users and report content, including videos, forum posts, and comments, that you believe violates our rules.

When you report content, we review the report and may share it with our moderation team, which includes Meels staff and authorised contractors, so that we can assess and action it.

When you block another user, that user is prevented from interacting with you in the app.

12. Third-party links and services

The Service may contain links to third-party websites or services, for example content creators' social profiles. We are not responsible for the privacy practices of those third parties, and we encourage you to read their privacy policies.

13. Changes to this policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you through the app or by other reasonable means before the changes take effect.

The “Last updated” date at the top of this Privacy Policy shows when it was last revised. Your continued use of the Service after the changes take effect means you accept the updated Privacy Policy.

14. Contact us

If you have questions, concerns, or requests about this Privacy Policy or how we handle your information, please contact us at:

MEELS CO. PTY LTD

Email: tech@meelsapp.com

Website: <https://meelsapp.com>