Privacy Policy

Meels — Last updated: 12 October 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 or create, including videos, images, recipe details (such as ingredients, steps, serving sizes, prep times and cook times), forum posts, comments, reviews, review photos, Cookbook categories and saved recipes, shopping list items, meal plans and other content you submit to the Service;
- 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, personalise and measure the Service, we may collect information about how you interact with Meels and its content. This may include:

- content you view, including recipe videos and forum posts, how long you view them, and whether you watch them to completion;

- actions you take on content, including likes, comments, follows, saves, Cookbook activity, reviews, meal-plan additions, shopping-list activity and meals marked as cooked;
- interactions with recipes, ingredients, food categories, creators, products and other features of the Service;
- performance information relating to content and creators, including views, engagement, saves, Cookbook activity, meal-plan activity, shopping-list activity and cooked activity;
- patterns, trends and insights derived from activity across the Service, including information about recipes, ingredients, food categories, creators and content performance; and
- session recordings of how you interact with the app, including taps, scrolls and screen navigation, to help us identify issues and improve the user experience. Sensitive fields, including text inputs, comments, search queries and shopping-list contents, are masked and are not visible in those recordings. Session recordings are retained for up to 30 days.

We may use this information to operate and improve Meels, develop new features, personalise the Service, understand how content and features are used, measure the effectiveness of our marketing, provide creator analytics and generate aggregated or de-identified insights for the business and commercial purposes described in Section 6.

Where we provide analytics or insights about general user activity to businesses or other commercial partners, we aim to use aggregated or de-identified information so that individual users are not reasonably identifiable.

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 other third-party analytics or advertising SDKs to track your activity across other apps or websites for targeted advertising purposes. If this changes, including if we introduce additional advertising, attribution or marketing analytics providers, we will update this Privacy Policy and provide any notice or choices required by law.

4. How we use your information

We may use your personal information and information generated through your use of Meels to:

- provide, operate and maintain the Service, including displaying content, powering the video feed, Cookbook, shopping list, meal planner, reviews and notifications;
- authenticate you, maintain your account and protect the security of the Service;
- personalise your experience, including content ranking, recommendations and other features;
- understand how users interact with Meels, including recipes, ingredients, creators, content and features;
- improve existing features and develop new products, services and functionality;
- generate analytics and performance metrics relating to recipes, content and creators;
- provide creators with information and insights about how their content performs;

- identify creators who may be suitable for partnerships with brands, food businesses and other commercial partners;
- understand food, recipe, ingredient, product and content trends across the Service;
- measure the effectiveness of Meels marketing, promotions and growth activities;
- develop and improve advertising, sponsorship, creator partnership, product-placement, analytics and other commercial services;
- generate aggregated or de-identified analytics and insights for brands, food businesses, advertisers and other commercial partners as described in Section 6;
- operate paid analytics, reporting, advertising, partnership or other commercial products and services;
- moderate content, review reports and enforce our Terms of Service;
- respond to feedback, bug reports, support requests and feature requests;
- verify creators who request verification;
- detect, prevent and respond to fraud, abuse, technical problems and security incidents;
- comply with legal obligations and protect the rights, safety and security of Meels, our users and others.

Meels may generate revenue from advertising, analytics, creator partnerships, business services, sponsorships, product placements and other commercial services supported by information generated through the Service. This does not mean that we sell individual users' personal information.

5. Who we share your information with

We do not sell individual users' personal information.

We may disclose personal information as described in this Privacy Policy, including to our service providers, other users where information is public by design, legal authorities and parties involved in a business transfer.

We may also provide creators, brands, food businesses, advertisers and other commercial partners with public creator information and aggregated or de-identified analytics and insights as described in Section 6.

Where we provide information about general user behaviour, trends or activity to businesses or commercial partners, we aim to provide that information in aggregated or de-identified form so that individual users are not reasonably identifiable.

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.

- **Fly.io** — application and infrastructure 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 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 (including videos, forum posts, comments, reviews and review photos), your likes, your followers and who you follow, and any verification badge. Your email address, shopping list, meal plans, Cookbook information 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. Creator, business and commercial analytics

Meels uses information generated through the Service to help understand how food content performs and how users interact with recipes, creators, ingredients, products and features.

6.1 Creator analytics

We may provide creators with analytics and performance information relating to their content. This may include information such as:

- content and recipe views;
- likes, comments and other engagement;
- saves and Cookbook activity;
- meal-plan additions;
- shopping-list activity;
- meals marked as cooked;
- reviews and other recipe interactions; and
- other performance measures that we introduce as Meels develops.

These insights may help creators understand their audience, improve their content and demonstrate the performance of their content to potential commercial partners. Where creator analytics relate to users' non-public activity, this information will ordinarily be provided in aggregated or de-identified form and will not be intended to identify individual users.

6.2 Creator partnership discovery

Meels may use public creator information and creator performance information to identify potential partnerships between creators and brands, food businesses and other organisations.

Information used for this purpose may include:

- creator username, display name, profile picture and bio;
- publicly available Meels content;
- the recipes, ingredients, food categories and topics a creator commonly posts about;
- creator activity and posting patterns; and
- aggregated performance information relating to that creator's content.

We may use this information to prepare creator profiles, partnership proposals, campaign recommendations and other materials intended to help connect creators with suitable commercial partners.

6.3 Business and commercial analytics

We may provide brands, food businesses, advertisers and other commercial partners with aggregated or de-identified information and insights about activity on Meels.

This may include:

- recipe and content performance;
- food and recipe trends;
- ingredient and product interactions;
- saves and Cookbook activity;
- meal-planning activity;
- shopping-list activity;
- cooked activity;
- reviews and engagement;
- creator performance;
- campaign performance; and
- other aggregated trends relating to how people discover, plan, shop for and cook food using Meels.

These insights may be provided through reports, dashboards, campaigns, partnership materials or other products and services.

6.4 Commercial use of analytics

Meels may charge businesses or other commercial partners for access to products or services that use these analytics and insights.

This may include:

- analytics dashboards and reports;
- creator partnerships and campaigns;
- advertising;
- sponsored content;
- product and ingredient placements;
- campaign measurement;
- business partnerships; and
- other commercial products or services introduced by Meels.

Meels may generate revenue from these services.

We do not sell individual users' personal information to businesses or advertisers.

6.5 What we do not provide to businesses

Unless we tell you otherwise and have an appropriate legal basis, we do not provide brands, advertisers or other commercial partners with:

- an individual user's identity linked to their private activity;
- an individual user's private shopping list;
- an individual user's private meal plan;

- an individual user's private viewing history; or
- other private information that directly identifies an individual user.

Business reporting about general user behaviour will ordinarily use aggregated or de-identified information.

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 or de-identified analytics, statistics, trends, creator performance metrics and commercial insights may be retained for longer periods, including after an account is deleted, where that information can no longer reasonably be linked to an identifiable individual. We may retain this information for historical analysis, product improvement, reporting and commercial analytics.

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 Marketing communications

Where permitted by law, we may send you communications about Meels, including new features, content, creator opportunities, promotions, partnerships and other updates.

You may opt out of marketing emails using the unsubscribe option included in those messages. You may control promotional push notifications through the Meels app or your device settings.

We may still send important non-marketing communications relating to your account, security, changes to the Service or our legal terms where necessary.

10.4 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.

10.5 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. The updated Privacy Policy will apply from the date stated at the top of the policy, subject to any additional notice or consent required by law.

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