

Terms of Use and Data Privacy Consent

By using the “**Bloom: Optimizing Development**” app, you agree to follow the rules in this document. If you don’t agree, you can’t use the app. This document is an addendum to broader Washington University [Internet Privacy Policy](#)

Purpose of the App

Washington University is conducting a study entitled “**Bloom: Thrive – Optimizing Early Development**” in the field of perinatal prevention programs. The study (the “*Study*”), performed by Dr. Joan Luby, Ph.D. at Washington University, is delivered via a mobile app and Zoom sessions to support caregivers and promote maternal mental health and infant development. This app was created to support that study.

Understanding Your Data

This App may access, collect, use, and share certain personal and sensitive user data to provide and improve its functionality. This includes, but is not limited to:

- Your Date of Birth, and pregnancy progression
- Your child’s Date of Birth, growth milestone and observation

How We Use and Share Your Data

Your data is used solely for research study purposes, to deliver the App’s core functionality and personalize your experience. We do not sell your personal or sensitive user data to any third parties

We may share your data with:

- *Internal University Departments:* To support research and further analysis of the data.
- *Contracted Third-Party Service Providers:* Who assist us in operating the App and delivering services (e.g., analytics, hosting). These providers are bound by strict contractual obligations to protect your data and are prohibited from selling your personal and sensitive user data. We ensure that all third-party SDKs integrated into this App comply with Google Play Developer Program Policies.
- *Persistent Identifiers:* We do not use persistent device identifiers or the App Set ID for personalized advertising or for linking with other personal data for advertising purposes.

Your Rights

- *Data Deletion & Account Management:* If this App allows you to create an account, you will find a readily accessible option within the App’s settings to request the deletion of your account and associated personal data. You can also contact us directly at [lubyj@wustl.edu] to request account or data deletion. We will delete your personal data promptly upon request, subject to any legitimate legal or operational retention requirements.
- *Data Retention:* We retain your data only for as long as necessary to fulfill the purposes for which it was collected, or as required by law or research study policies.
- *Additional Rights:* Depending on the laws applicable to you, you may have additional rights such as the right to:

- Request access to, rectification of, and with some exceptions, erasure of your personal information
- Request restriction of processing concerning your information or object to processing
- Request a copy of your personal information
- Withdraw your consent if the processing of your personal information was based on your consent
- Lodge a complaint with the appropriate supervisory authority

If applicable you may exercise these rights by contacting the University at privacy@wustl.edu

No Guarantees or Medical Advice

Washington University does not guarantee that the information you receive from the app is always accurate or useful. Any decisions you make based on the app's data are your responsibility.

Legal Matters

- The agreement follows Missouri state laws.
- Any legal disputes must be handled in courts located in Missouri.
- If any part of this agreement is found invalid, the rest of it still applies.

Copyright Notice

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By proceeding, you confirm that you have read and understood this consent declaration and agree to our data practices.