

Privacy Policy for cherry.fun

Last Updated: August 23, 2025

This Privacy Policy describes how cherry.fun ("the App," "we," "us," or "our") collects, uses, and discloses information when you use our mobile application, cherry.fun. We are committed to protecting your privacy and ensuring a secure experience.

1. Introduction to cherry.fun

cherry.fun is the first secure, wallet-to-wallet messenger built on Solana. It enables on-chain communication with the privacy of your wallet and the speed of Solana. Users connect with their Solana wallet to access encrypted DMs, group chats, and token-gated clubs. Our service facilitates safe and seamless communication for coordinating trades, joining private communities, or simply chatting wallet-to-wallet.

2. Information We Collect

We collect very limited information, primarily to provide and improve our services, and to ensure the functionality and performance of the App. We do not collect your phone number, email address, or require KYC (Know Your Customer) information.

Information You Provide Directly

- **Wallet Address:** When you connect your Solana wallet to cherry.fun, we access your public wallet address. This is essential for authentication, facilitating wallet-to-wallet communication, and enabling on-chain interactions. We do not store your private keys.

Information Collected Automatically

- **Basic User Identifiers:** We store basic, non-personally identifiable user identifiers derived from your wallet address for functional requirements, such as facilitating push notifications. These identifiers are not directly linked to your real-world identity.
- **Usage Data:** We use Google Analytics to monitor app performance and feature utilization. This may include information about how you interact with the App, such as app launches, taps, clicks, and general activity within the App. This data is aggregated and anonymized where possible.
- **Technical Data:** We may collect technical information about your device, such as device type, operating system, and crash data, to help us diagnose problems and improve app stability and performance.

3. How We Use Your Information

We use the limited information we collect for the following purposes:

- **To Provide and Maintain the App:** To operate, maintain, and provide all features of cherry.fun, including enabling secure wallet-to-wallet messaging, group chats, and token-gated access.
- **To Improve and Personalize the App:** To understand how users interact with our App, identify areas for improvement, and enhance user experience. This includes analyzing usage patterns and performance data.
- **For Communication:** To send you push notifications related to your messages and app activity, if you have enabled them.
- **For Security and Fraud Prevention:** To protect the security and integrity of the App and our users, and to prevent fraudulent activities.
- **For Legal Compliance:** To comply with applicable laws, regulations, and legal processes.

4. How We Share Your Information

We do not sell or rent your personal information to third parties. We may share your information in the following limited circumstances:

- **With Service Providers:** We may share information with third-party service providers who perform services on our behalf, such as Google Analytics for app performance monitoring. These service providers are obligated to protect your information and use it only for the purposes for which it was disclosed.
- **For Legal Reasons:** We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court order or government agency request).
- **In Case of Business Transfer:** If cherry.fun is involved in a merger, acquisition, or sale of all or a portion of its assets, your information may be transferred as part of that transaction. We will notify you via a prominent notice on our App or website of any such change in ownership or control of your information.

5. Data Retention

We retain the basic user identifiers and usage data for as long as necessary to provide our services, for legitimate business purposes, and to comply with our legal obligations. If you stop using the App, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

6. Your Rights and Choices

- **Push Notifications:** You can control push notifications through your device settings.
- **Google Analytics:** You can opt-out of Google Analytics by following the instructions provided by Google for their services. Please note that opting out may affect the functionality of certain features.

7. Security of Your Information

We implement reasonable security measures designed to protect your information from unauthorized access, disclosure, alteration, and destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure. Therefore, while we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

8. Children's Privacy

cherry.fun is not intended for use by children under the age of 13. We do not knowingly collect personally identifiable information from children under 13. If we become aware that we have collected personal information from a child under the age of 13 without verification of parental consent, we will take steps to remove that information from our servers.

9. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top of this Privacy Policy. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

10. Contact Us

If you have any questions about this Privacy Policy, please contact us at: team@cherry.fun