Annex 2

Response from Plackal Tech

Hi Eva,

Thank you for reaching out and sending the draft report. We reiterate that both the Facebook SDK and the Clevertap SDK are used only for the intended purpose - to analyse usage and help us build a better product for our users.

We understand your concern that in addition to providing the analytics SDK, Facebook is also a social network and an ad network. We have hence removed both the Facebook core SDK and Analytics SDK from Maya. Version 3.6.7.7 with these changes is live on the Google Play Store and will be submitted for review to the Apple App Store by this weekend. We continue to use the Facebook Ad SDK, post opt-in to our terms and conditions and privacy policy. Maya does not share any personally identifiable data or medical data with the Facebook Ad SDK. The Ad SDK helps us earn revenue by displaying ads that our users can opt out of by subscribing to Maya's premium subscription.

Maya continues to use the Clevertap (Wizrocket) SDK for product analytics. Data stored on Clevertap's servers is encrypted and strictly under our control and not accessible to any third parties. This data helps us improve product efficacy and no data is stored on Clevertap beyond a period of one year.

All data accessed by Maya are also essential to the proper functioning of the product. Predicting information pertaining to menstrual cycles is complex and dependent on thousands of variables. Location information, the significance of which is highlighted in the report, helps us triangulate regional variations in cycle lengths and thus help improve accuracy of our prediction over time.

We will continue evaluating our privacy policy and align ourselves to global best practices on data privacy. Thank you for working with us on this.

Best,
John
CEO & Founder