PRIVACY POLICY

LearnArmenia

Effective Date: 19.10.2026

1. Introduction

LearnArmenia is operated by **Private Entrepreneur Ilia Konovalov**, TIN 72988616, Republic of Armenia, who is the controller of the personal data described in this policy ("LearnArmenia", "we", "us").

This Privacy Policy explains how LearnArmenia processes personal data when you use the landing site, the web application, and the mobile applications for Android and iOS, together with related support channels.

It applies to account registration, sign-in, learning activity, purchases and subscriptions, protected forms, support communication, notifications, and the security and analytics technologies used to keep the Service available, stable, and safe.

2. Data We Collect

We collect only the data needed to operate the Service, support your account, deliver learning features, process purchases, and protect LearnArmenia from abuse.

2.1 **Account data** such as nickname, email address, password hash for email sign-in, selected language, and records showing which agreements you accepted, with timestamps.

2.2 **Social sign-in data** such as the credential and verified email address, and basic profile data made available by Google (Google Sign-In) or Apple (Sign in with Apple) during authentication or account creation.

2.3 **Learning and service data** such as progress, exercise or quiz activity, favorites, and support or bug report information you submit, including screenshots you choose to attach. When you send a bug report we also attach basic technical information about your device to help us reproduce the issue, such as the platform (web, Android, or iOS), browser or app user agent, interface language, and screen size.

2.4 **Purchase and subscription data** such as your subscription status, entitlements, and purchase history for LearnArmenia Pro. For card payments on the website, this also includes the order number, amount, currency, date, payment status, and the masked card number and card type returned by the bank. Payments

in the mobile applications are processed by the app store (Google Play or Apple App Store), and card payments on the website by ACBA Bank; we never receive or store your full card number, expiry date, or CVV/CVC code.

2.5 **Device and diagnostic data** collected in the mobile applications, such as device model, operating system version, app version, language and region, crash reports, and diagnostic information used to detect and fix stability problems.

2.6 **Analytics and usage data** such as event type, visited path or screen, referrer, timestamp, authenticated user id when available, a pseudonymous visitor identifier stored in the `la_visitor` cookie (web), an app-instance identifier, and — in the mobile applications — an advertising identifier that the analytics SDK may use.

2.7 **Leaderboard data** where the leaderboard is available: a leaderboard name we generate for you (an Armenian word and a number, for example "Նուռ 27"), whether you chose to appear under your profile nickname instead, your choice whether to appear on the leaderboard at all, your points and places for closed daily, weekly, and monthly periods, and reports about leaderboard names (which name was reported, by which account, and how it was resolved). Points are calculated from your learning activity (correct answers and completed daily plans); we do not collect any additional data for them.

3. How We Use Data

We use personal data to provide the core functionality of LearnArmenia and to run the Service responsibly.

3.1 Create, secure, and maintain your account.

3.2 Authenticate access through email sign-in, Google Sign-In, or Sign in with Apple.

3.3 Remember language and consent preferences and personalize the user experience.

3.4 Store learning progress, favorites, purchases, subscriptions, and similar service state.

3.5 Process purchases and manage subscriptions and entitlements.

3.6 Send transactional emails, password reset messages, service updates, and support replies, and — where you have enabled them — study reminders through local notifications on your device.

3.7 Detect abuse, investigate crashes and bugs, and understand product usage and stability through analytics.

3.8 Show daily, weekly, and monthly leaderboards and your own points and place on them.

4. Social Sign-In (Google and Apple)

If you choose Google Sign-In, Google LLC authenticates you on Google services and provides LearnArmenia with a credential that we verify on our backend. If you choose Sign in with Apple, Apple Inc. authenticates you and provides a credential and a verified (or relay) email address.

We use the data returned to us only for sign-in, account creation, account linking, and completion of the consent flow required for new users.

4.1 Verified email address used to identify or create your account.

4.2 Credential used only for authentication verification.

4.3 Basic profile data shared by the provider for onboarding or account display where available.

5. Cloudflare Proxy and Cloudflare Turnstile

We use Cloudflare as a reverse proxy and security provider, and Cloudflare Turnstile on protected flows such as sign-up, sign-in, password reset requests, and abuse-sensitive forms.

5.1 Filtering malicious traffic, automated abuse, and suspicious requests.

5.2 Improving delivery performance, resilience, and service availability.

5.3 Verifying that protected requests are made by legitimate users rather than bots.

5.4 Processing security tokens, your IP address, and related technical request data required for proxying, challenge handling, and bot protection.

LearnArmenia does not store IP addresses as part of user profiles, learning records, or internal metrics. Network data such as IP addresses may still be processed by infrastructure and security providers like Cloudflare while proxying traffic and performing security checks.

6. Analytics, Crash Reporting, and Firebase

The LearnArmenia mobile applications use Google Firebase to understand product usage and to keep the Service stable.

6.1 **Firebase Analytics** collects app usage events, an app-instance identifier, device and general-location (derived from IP) information, and may use an advertising identifier. It is provided by Google LLC.

6.2 **Firebase Crashlytics** collects crash reports and diagnostic data (such as device model, operating system version, and app state at the time of a crash) so we can identify and fix problems. It is provided by Google LLC.

6.3 On Android, the analytics components rely on Google Play services and may access the device advertising identifier. We do not use this data to build advertising profiles or to serve third-party advertisements inside LearnArmenia.

7. Purchases and Subscriptions

LearnArmenia offers an optional subscription (LearnArmenia Pro).

7.1 In the mobile applications, purchases are processed through the app store's billing system (Google Play Billing or Apple App Store) and managed with the help of **RevenueCat, Inc.**, which we use to validate purchases and manage entitlements.

7.2 RevenueCat processes data such as a store transaction identifier, an app user identifier linked to your account, device information, and subscription status. The app store processes the actual payment.

7.3 We store your subscription status, entitlements, and payment records to unlock paid features, confirm payments, handle refunds and disputes, and meet accounting and tax obligations; we never receive or store your full payment card details.

7.4 On the website, Pro is paid by bank card through **ACBA Bank OJSC** (Republic of Armenia). You enter your card details on the bank's secure payment page, protected with 3-D Secure where your card supports it. The bank and the card payment systems (ArCa, Visa, Mastercard, American Express) process the card data under their own rules and return to us only the result of the payment, the order number, and the masked card number.

8. Cookies, Browser Storage, and Internal Metrics

LearnArmenia uses essential browser storage and internal metrics to keep the Service functional and to understand product usage.

8.1 `la_language` in local storage to remember the selected interface language.

8.2 `la_cookie_consent` in local storage to remember cookie settings.

8.3 `la_visitor` as an HttpOnly cookie used as a pseudonymous visitor identifier for internal metrics.

8.4 Internal metrics events that may include event type, path, referrer, and timestamp to analyze product usage and stability.

Our Cookie Policy explains browser technologies in more detail.

9. Device Permissions (Mobile Applications)

The mobile applications request only the permissions needed to function.

9.1 **Notifications** to deliver study reminders and service notifications you have enabled. Reminders are scheduled locally on your device; you can disable them at any time in the app or in your device settings.

9.2 **Internet and network access** required for the Service to operate.

10. When We Share Data

We do not sell personal data. Apart from the leaderboard information described in 10.7, we share data only with service providers acting on our instructions and in situations necessary to operate the Service or comply with the law.

10.1 **Google LLC** for Google Sign-In, Firebase Analytics, Firebase Crashlytics, and Google Play Billing.

10.2 **Apple Inc.** for Sign in with Apple and App Store billing.

10.3 **RevenueCat, Inc.** for purchase validation and subscription management.

10.4 **Cloudflare, Inc.** for proxying, delivery, security, and Turnstile verification.

10.5 **Email and technical service providers** acting on our instructions when needed to deliver the Service.

10.6 **Competent authorities, courts, or regulators** where disclosure is required by law or necessary to protect rights, safety, or the integrity of LearnArmenia.

10.7 **Other LearnArmenia users**, where the leaderboard is available. Other users can see your leaderboard name, your points, and your place. By default the leaderboard name is the one we generate for you; your profile nickname is shown instead only if you choose it (see 13.5), and then everyone on the leaderboard can see it. Your email address and account identifier are never shown. You appear on the leaderboard by default once you earn points, and you can hide yourself at any time. Results of closed periods keep the leaderboard name you had at the time. If you report a name, the reported user is not told who reported it.

10.8 **ACBA Bank OJSC** and the card payment systems for card payments, refunds, and payment disputes on the website. We pass the bank the order number, amount, and currency; the bank receives your card details directly from you.

11. Data Security

We use industry-standard measures to protect personal data, including encryption of data in transit (HTTPS/TLS) between your device and our servers and between our subprocessors. Passwords are stored only as cryptographic hashes. No method of transmission or storage is completely secure, but we work to protect your data against unauthorized access, alteration, and disclosure.

12. Retention

We retain account, learning, and transaction data while your account remains active and for as long as needed to provide the Service, resolve disputes, enforce agreements, or meet legal obligations.

Support, security, crash, and analytics data are retained only for operational or legal periods that are reasonably necessary for those purposes. Browser storage remains until it expires or you clear it.

13. Your Choices and Rights

Depending on your location, you may have rights regarding access to, correction of, deletion of, portability of, or restriction of processing of your personal data.

13.1 Review and update account information from within the Service where available.

13.2 Use your browser or device settings to control cookies, local storage, notifications, and the advertising identifier.

13.3 Request account deletion or additional privacy assistance (see Section 14).

13.4 Ask questions about consent, data processing, or this Privacy Policy using the contact details below.

13.5 Choose how you appear on the leaderboard — under the generated name (which you can change once a day), under your profile nickname, or not at all — in Profile → Leaderboard or on the leaderboard itself. While hidden, you can still see the leaderboard and your own points, but other users cannot see you. Nicknames shown on the leaderboard must follow our Terms of Service; a nickname that breaks them may be removed from the leaderboard, and you then appear under the generated name.

14. Account and Data Deletion

You can request deletion of your LearnArmenia account and associated personal data at any time.

14.1 **In the app / on the web:** open your Profile and use the account deletion option, or contact us at the address below.

14.2 **Without installing the app:** you may request deletion by emailing **help@learnarmenia.com** from the email address associated with your account.

14.3 **What is deleted:** your account profile, learning progress, favorites, leaderboard name and results, support and bug-report submissions, and stored

consents. Deletion is processed after a short grace period (currently 14 days), during which you may cancel the request by signing in again.

14.4 **What may be retained:** limited records that we are legally required to keep (for example, transaction records for tax or accounting) and anonymized or aggregated data that can no longer identify you. Purchase and subscription records held by the app store or RevenueCat are governed by their respective policies.

15. Children's Privacy

LearnArmenia is a general-audience educational service and is **not directed to children under the age of 13** (or the minimum age required in your jurisdiction). We do not knowingly collect personal data from children under that age. If you believe a child has provided us with personal data, contact us and we will delete it.

16. Changes and Contact Information

We may update this Privacy Policy when features, providers, infrastructure, or legal requirements change.

If changes are material, the updated version applies from the date shown above, and your continued use of LearnArmenia after that date means the updated policy governs future use.

If you have questions about privacy, security, or personal data processing in LearnArmenia, contact us using the addresses below.

Controller: Private Entrepreneur Ilia Konovalov, TIN 72988616, Republic of Armenia

Legal inquiries: info@learnarmenia.com

Support: help@learnarmenia.com