

Inform Privacy Policy

Last updated: [29 July 2026]

Cutout Pty Ltd ("Cutout", "Inform", "we", "us", or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store, disclose, and protect information when you use our apps, websites, software, and related services, including **Inform**, **Cutout Coach**, **Cutout Player**, and any associated web platform or services (together, the "Services").

Inform is a performance analytics platform that uses video, computer vision, and biomechanical analysis to provide training insights, movement analysis, and performance feedback.

By using the Services, you agree to the collection and handling of your information in accordance with this Privacy Policy.

1. Information We Collect

We may collect the following types of information.

1.1 Account and Profile Information

When you create or use an account, we may collect:

- name;
- email address;
- gender;
- date of birth or age;
- height;
- weight;
- shoulder width;
- team, club, school, gym, group, or organisation affiliation;
- account role, such as athlete, coach, administrator, or organisation user;
- coach notes and player notes;
- training history and program information.

Authentication credentials are processed through **AWS Cognito**. We do not have access to your plain-text password.

1.2 Performance, Fitness, Biometric, and Biomechanical Data

Inform processes performance-related information, including:

- workout videos uploaded or recorded for analysis;
- skeletal tracking outputs;
- joint-position estimates;
- movement patterns;
- range of motion;
- velocity;

- velocity loss;
- tempo;
- power output;
- rep count;
- rep-by-rep consistency;
- depth and depth consistency;
- predicted effort or exertion metrics;
- other performance analytics generated through the Services.

Because Inform analyses the way a person moves, some of this information may be considered **biometric, biomechanical, fitness, health-related, or sensitive information** under applicable privacy laws.

1.3 Workout Videos

To analyse movement correctly, uploaded videos generally need to show the user's full body in frame. This means videos may include the user's face, body, clothing, surroundings, and other visual information.

Inform uses these videos for performance analysis and movement tracking. Inform does **not** use facial recognition, facial identification, or face-matching technology.

1.4 Automatically Collected Information

We may collect limited technical and usage information, including:

- device type;
- operating system;
- app version;
- usage data required for performance, diagnostics, troubleshooting, and security;
- authentication/session data;
- billing/subscription status.

We do **not** collect device identifiers, IP addresses, push notification tokens, contact lists, or location data for ordinary app use unless this is expressly stated or required for a specific feature.

1.5 Website and Cookie Data

Our web services may use strictly necessary cookies or similar technologies for:

- authentication;
- session management;
- account security;
- maintaining user login state.

We do not use advertising cookies, tracking pixels, or third-party marketing trackers.

2. How We Collect Information

We collect information when:

- you create an account;
- a coach, school, club, gym, team, or organisation creates or manages an account for you;
- you upload or record a workout video;
- you complete a training session or program;
- you interact with performance analytics features;
- you or your coach enter profile, program, or note information;
- you purchase or manage a subscription;
- you use our website or web platform;
- you contact us for support.

All video and performance data are captured directly through the Services or entered by users, coaches, administrators, schools, clubs, gyms, teams, or organisations using the Services.

3. How We Use Your Information

We use your information to:

- provide the Inform performance analytics platform;
- analyse workout videos and generate performance insights;
- deliver feedback on velocity, range of motion, tempo, power, consistency, and other metrics;
- support long-term training progression and performance tracking;
- enable coaches, schools, clubs, gyms, teams, and organisations to manage athletes and programs;
- support account creation, authentication, and login security;
- process subscriptions and billing;
- provide customer support;
- diagnose technical issues and improve app stability;
- maintain security and prevent misuse;
- comply with legal obligations;
- improve our Services and develop new performance analytics features.

We do not sell, rent, or trade personal information.

4. Machine Learning, Algorithm Improvement, and Internal Research

Inform may use **de-identified or pseudonymised performance data**, including biomechanical outputs, skeletal tracking data, movement analytics, and performance metrics, to:

- improve the Services;
- develop and validate algorithms;
- train and improve machine learning models;
- improve computer vision accuracy;
- conduct internal analytics and research;
- benchmark model performance;
- improve the reliability and accuracy of movement tracking.

Some internal datasets may be linked to a randomly generated user identifier, such as a UUID. This identifier does not directly identify a user, but may allow Inform to associate data with an account where necessary for service functionality, security, or performance tracking.

Raw videos are not sold, licensed, or shared as datasets.

5. Marketing and Promotional Use

We do not use personal information, raw videos, identifiable workout footage, names, faces, or identifiable performance data for advertising, marketing, or promotional purposes without separate express consent.

We may use aggregated or non-identifiable statistics for business, marketing, research, or promotional purposes, provided the information does not reasonably identify any individual user.

For example, Inform may refer to aggregate platform-level insights such as total reps analysed, average velocity trends, or general performance benchmarks, where those insights are not linked to an identifiable person.

6. Schools, Clubs, Coaches, Gyms, Teams, and Organisations

Inform may be used by schools, clubs, gyms, teams, coaches, and other organisations.

Where Inform is provided through a school, club, team, gym, coach, or other organisation, that organisation may act as the administrator of the account and may access, manage, export, retain, and delete athlete data in accordance with its own policies and agreements with the athlete.

This may include access to:

- athlete profile information;
- training programs;
- workout history;
- performance metrics;
- video analysis outputs;
- coach notes;
- player notes;
- group and team data;
- progression and reporting tools.

If a player leaves a club, school, team, gym, or organisation, that organisation may retain certain data in accordance with its own legal obligations, internal policies, and agreements with the player.

Both users and organisations may request deletion of data. However, organisation-administered records may be retained where required by the organisation's agreement, legal obligations, or legitimate operational requirements.

7. Coach Notes and Player Notes

The Services may allow coaches, players, administrators, or organisations to enter notes.

These notes may include information about training, performance, movement, injury concerns, rehabilitation, health, availability, or other sensitive matters.

Users, coaches, and organisations should not enter unnecessary sensitive information into the Services. Where sensitive information is entered, it should be accurate, relevant, and limited to what is reasonably required for the performance analytics or coaching purpose.

8. Data Sharing and Third-Party Services

We only share information with trusted third-party service providers where necessary to operate the Services.

These include:

- **Amazon Web Services**, including AWS Cognito and Amazon S3, for authentication, storage, hosting, and infrastructure;
- **RevenueCat**, for subscription and billing management;
- **Apple In-App Purchases**, for purchases and subscription processing through Apple;
- payment and billing systems used through our website.

These service providers process information on our behalf or as necessary to provide their own payment, billing, infrastructure, or platform services.

We do not share personal information with third parties for advertising, external marketing, or sale.

We may disclose information where required by law, regulation, court order, government request, or to protect the rights, safety, security, or integrity of Inform, our users, or others.

9. Data Storage and Security

Inform stores data using Amazon Web Services.

Our AWS infrastructure is hosted in the **Asia Pacific (Sydney) region, ap-southeast-2**.

We use appropriate technical and organisational measures to protect information, including:

- encryption in transit;
- secure storage in Amazon S3;
- access controls;
- authentication through AWS Cognito;
- limited internal access;
- operational security controls.

Access to user data may be available to authorised Inform personnel, authorised coaches, authorised organisation administrators, and relevant service providers where required for the operation of the Services.

No system can be guaranteed to be completely secure, but we take reasonable steps to protect information from misuse, interference, loss, unauthorised access, modification, or disclosure.

10. Data Retention and Deletion

10.1 Raw Videos

Raw workout videos are usually deleted shortly after processing and, in any event, no later than **2 hours after processing**.

10.2 Processed Performance Data

Processed performance data, including metrics, skeletal tracking outputs, biomechanical outputs, and analytics, may be retained for long-term progression tracking unless the user, coach, club, school, gym, team, or organisation requests deletion.

10.3 Account Deletion

Users may request deletion of their account and associated data at any time by:

- using the account deletion function within the app, where available; or
- contacting us at **info@tryinform.app**

When an account is deleted, associated personal details, performance metrics, processed outputs, UUID-linked records, and any remaining videos are deleted from our active systems.

Where the account or data is administered by a school, club, team, gym, coach, or organisation, deletion requests may need to be handled with that organisation. Organisation-administered records may be retained where required by legal obligations, contractual obligations, or legitimate operational requirements.

11. Consent and Permissions

By creating an account or using the Services, you consent to the collection, processing, and use of your information as described in this Privacy Policy.

The Services may request access to device permissions, such as camera access, to enable video capture and movement analysis.

You may revoke device permissions, such as camera access, through your device settings. However, some features may not function properly without these permissions.

Where required by law, we will seek additional consent before collecting or using certain sensitive information, biometric information, or information relating to children.

12. Children and Young Users

Inform is intended for users aged **12 and above**.

Where Inform is used by children or young users through a school, club, gym, team, coach, or organisation, that organisation is responsible for obtaining any required consents and ensuring that use of the Services is appropriate and lawful.

We do not knowingly collect personal information from children under 12. If we become aware that information has been collected from a child under 12 without appropriate authorisation, we will take reasonable steps to delete that information.

Parents, guardians, schools, clubs, and organisations may contact us at **info@tryinform.app** with privacy-related questions or deletion requests.

13. Fitness, Health, and Performance Disclaimer

Inform provides performance analytics and training insights only.

Inform does not provide:

- medical advice;
- diagnosis;
- treatment;
- rehabilitation services;
- physiotherapy advice;
- clinical health services.

Information provided through the Services should not be relied on as a substitute for professional medical, physiotherapy, coaching, or health advice.

Users should consult an appropriately qualified professional before making decisions about injury, pain, rehabilitation, health conditions, or significant changes to training.

14. International Users and Data Transfers

Inform may be used by users in different countries.

Although our AWS infrastructure is hosted in the Asia Pacific (Sydney) region, some service providers, support systems, payment systems, or operational processes may involve data being accessed or processed outside your country of residence.

Where required, we take reasonable steps to ensure that international transfers comply with applicable privacy and data protection laws, including the Australian Privacy Principles, the GDPR, UK GDPR, and other relevant laws.

15. Legal Bases for Processing

Where the GDPR, UK GDPR, or similar laws apply, we rely on the following legal bases to process personal information:

- **Contract:** to provide the Services you or your organisation have requested;
- **Consent:** where required for sensitive information, biometric information, camera access, or certain optional uses;
- **Legitimate interests:** to improve, secure, maintain, and develop the Services;
- **Legal obligations:** to comply with applicable laws, regulations, and lawful requests;
- **Vital or public interests:** where necessary in limited circumstances to protect safety or comply with legal duties.

Where we rely on consent, you may withdraw that consent at any time, although this may affect your ability to use certain features.

16. Your Rights

Depending on your location, you may have rights to:

- access your personal information;
- correct inaccurate information;
- request deletion of your information;
- object to certain processing;
- restrict certain processing;
- withdraw consent;
- request data portability;
- lodge a complaint with a privacy or data protection authority.

To exercise these rights, contact us at:

info@tryinform.app

Where your account is managed by a school, club, team, gym, coach, or organisation, we may direct certain requests to that organisation.

17. Apple Health, Google Fit, and Wearables

Inform does not currently integrate with Apple HealthKit, Google Fit, or wearable health platforms.

If this changes, we will update this Privacy Policy and provide any additional notices or consents required by law or platform rules.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

If we make material changes, we may notify users by email, in-app notice, website notice, or another appropriate method.

Continued use of the Services after the updated Privacy Policy becomes effective means you accept the revised policy.

19. Contact Us

For questions, concerns, or privacy-related requests, contact:

Inform Pty Ltd

Email: info@tryinform.app

Location: Bondi Beach, NSW, Australia