

The Mangrove Monitoring Application (MaMA App/COFOMA)

The **MaMA App** empowers local communities in Zanzibar to monitor and report illegal activities such as mangrove logging and environmental degradation, while helping track the health of mangrove ecosystems. The data collected is analysed and shared with community leaders, environmental authorities, and conservation partners to support sustainable mangrove management and community stewardship of natural resources. By providing a structured platform to gather and report data, the Zanzibar App strengthens community-led conservation efforts in Zanzibar.

Privacy Policy

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1. General

We are committed to protecting information collected from Users. Your use of the Zanzibar App and related services implies consent to the collection and use of information as described in this Policy. While we take strong measures to protect your data, transmission via the internet is not completely secure.

All data collected through the **MaMA App** — including environmental observations,

photographs, audio recordings, and location data—are owned by the communities that collected them. The Zanzibar App respects community data ownership and works to ensure data sovereignty in all its operations.

2. Services

The **MaMA App** provides tools to empower community-based mangrove monitoring. Users can:

- Monitor mangrove ecosystems and report illegal logging, charcoal production, and other environmental threats.
- Record accurate GPS locations of observations or incidents.
- Capture and upload photos and audio recordings related to monitoring activities.
- Participate in surveys and share environmental data to support conservation efforts. These services support community stewardship of Zanzibar's mangrove forests by enabling precise data collection and reporting.

3. Information Collected

Information Collected includes:

- Registration Information, such as name, device ID, and contact details, to facilitate use of the Services.
- Location Data collected via GPS during monitoring.
- Photographic and Audio data are uploaded through app features.
- Usage Data describing how the app is used.
- Survey Data, including answers, analysis, and reports generated by Users.

4. Use of Information Collected

Information is used strictly to:

- Facilitate community monitoring and reporting activities.
- Improve app functionality and user experience.

- Generate reports to support conservation actions.
- Prevent misuse or illegal activities using the Services.
Aggregated data may be used for research and development purposes.

5. Disclosure of Information Collected

Personal information is shared only with affiliated conservation partners and authorities, typically in anonymised or aggregated form, except where required by law or to protect rights and safety.

6. Confidentiality

Collected information is kept confidential except as required by law or to protect the community and Service providers. We do not disclose your data to unauthorised third parties.

7. Security

We employ industry-standard security measures, but we cannot guarantee complete security. If a breach occurs, we will notify affected users promptly.

8. Changes to Privacy Policy

We may update this Policy and notify users through the app. Continued use implies acceptance of updates.

9. Acceptance of this Policy, Your Rights, and Agreement

By downloading and using the **MaMA App**, you accept this Privacy Policy and agree to abide by the following Terms and Conditions:

- Use the app solely for environmental monitoring and conservation purposes.
- Do not upload sensitive or private photos, images without consent, or misuse app functionality.
- Respect community guidelines and applicable laws while using the app.

You have the right to access, correct, or delete your personal information and to withdraw consent for data use, acknowledging that some app features may be restricted.

10. Restriction of Liability

We do not guarantee accuracy or completeness of Services and disclaim liability for any errors, omissions, or app-related issues. Reference to any products or organizations does not imply endorsement.

For questions or concerns regarding this Privacy Policy, please contact us at zacca.zanzibar@gmail.com