

Attention Timer — Privacy Policy

Operated by beacon2

Last Updated: April 24, 2026

This Privacy Policy describes how beacon2 ("we," "us," or "our") collects, uses, stores, and protects your information when you use the Attention Timer Chrome extension ("the Extension"). By installing and using the Extension, you agree to the practices described in this policy.

1. INFORMATION WE COLLECT

1.1 Information Stored Locally

Attention Timer collects and stores the following information **locally on your device** using Chrome's storage API:

- **Website domains:** The domains you visit that appear on your blocklist (e.g., "twitter.com," "youtube.com").
- **Time spent:** Duration tracked in seconds for each website on your blocklist.
- **Daily usage totals:** Aggregated time per website per day.
- **Historical usage data:** Usage records from previous days.
- **Your blocklist:** The websites you have chosen to monitor.
- **Time limits:** The daily time limits you have set for each website.

1.2 Information Transmitted Off Your Device

The Extension sends a single anonymous "heartbeat" event to Google Analytics approximately once every 24 hours. See Section 10 for full details on what this heartbeat contains and why it is sent.

1.3 Information We Do NOT Collect

- Account information (no login or signup required)
- Email addresses, names, or any personally identifiable information
- Browsing activity on websites not on your blocklist
- Page content, form data, or passwords
- Location data
- Advertising identifiers

2. HOW WE USE YOUR INFORMATION

Your local data is used solely to provide the Extension's core functionality:

Purpose	Details
Track time spent	Monitor usage duration on websites you have added to your blocklist

Purpose	Details
Enforce time limits	Block sites when your self-set daily limits are exceeded
Display usage statistics	Show your tracked time in the Extension popup and settings page
Store historical data	Retain past usage records so you can review patterns

We do **not** use your data for: advertising, selling to third parties, profiling, or any purpose beyond providing the Extension's services to you and measuring aggregate retention of our install base (see Section 10).

3. DATA STORAGE AND SECURITY

3.1 Local Storage

All data described in Section 1.1 is stored locally on your device using Chrome's storage API. This data is not transmitted to external servers, databases, or third parties.

3.2 Transmitted Data

The only data transmitted off your device is the anonymous heartbeat described in Section 10. It contains no personal information and no browsing activity.

3.3 How Your Data Is Protected

Your locally stored data inherits the security protections of the Chrome browser and your operating system. The heartbeat is transmitted over HTTPS.

4. DATA RETENTION

Data Type	Retention Period
Usage history	Stored on your device until you click "Clear History" in settings
Blocklist and time limits	Stored on your device until you remove individual sites or uninstall the Extension
All local data	Permanently deleted when you uninstall the Extension
Heartbeat analytics	Retained by Google Analytics under Google's standard data retention (default 14 months)

5. YOUR RIGHTS AND CHOICES

You have complete control over your data:

- **View your data:** See all tracked websites and usage in the Extension's settings page.
- **Delete specific sites:** Remove a website from your blocklist to delete all tracking data for that site.
- **Clear all history:** Use the "Clear History" button to delete all usage data while keeping your blocklist intact.

- **Complete removal:** Uninstall the Extension to permanently delete all local data and immediately stop all heartbeats.

6. DATA SHARING

We do not share, sell, rent, or transfer your data to anyone, with the single exception of the anonymous heartbeat described in Section 10.

- **No third-party access to your blocklist or usage data:** Your blocklist, time limits, and usage statistics never leave your device.
- **No advertising:** We do not use your data for advertising purposes.
- **No cloud sync:** Data is not synced across devices or uploaded to any server.
- **Anonymous retention analytics only:** We send a single anonymous daily heartbeat to Google Analytics so we can measure how many installs remain active over time. See Section 10 for details.

7. CHILDREN'S PRIVACY

Attention Timer does not knowingly collect any information from children under 13 years of age. The Extension is designed for general audiences and does not target children specifically. If you are a parent or guardian and believe your child under 13 has provided personal information to us, please contact us at chrome-developer@beacon2.com.

8. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. If we make changes:

- We will update the "Last Updated" date at the top of this document.
- Changes will be reflected in the Extension's listing on the Chrome Web Store.
- Continued use of the Extension after changes are posted constitutes acceptance of the revised policy.

9. CONTACT US

If you have any questions or concerns about this Privacy Policy or how Attention Timer handles your data, please contact us at:

Email: chrome-developer@beacon2.com

10. ANONYMOUS RETENTION ANALYTICS

To understand how many installs of the Extension remain active over time, we send a single anonymous "heartbeat" event to Google Analytics approximately once every 24 hours.

10.1 What the Heartbeat Includes

- A randomly generated install identifier, created locally on your device the first time the Extension runs. This identifier is not tied to your Google account, your email address, or any personal information.
- The version of the Extension you have installed.

- The number of days since the Extension was installed.
- A timestamp indicating when the heartbeat event was sent.
- Coarse country-level geography derived by Google Analytics from your IP address (the IP itself is discarded — see Section 10.4).
- Your browser's language preference (e.g., "en-US").
- Basic platform information automatically attached by Google Analytics, such as operating system family (e.g., "macOS," "Windows") and browser family (e.g., "Chrome").
- Standard Google Analytics measurement metadata (such as the measurement protocol version and a session identifier) required for the event to be processed.

10.2 What the Heartbeat Does NOT Include

- Websites you visit or have added to your blocklist
- Time spent on any website
- Page content, form data, or browsing activity
- Your name, email, or any information that identifies you personally

10.3 Why We Do This

The heartbeat lets us measure our active install base — for example, how many users who installed the Extension are still using it 7, 14, or 30 days later. It is used solely for aggregate retention analysis and product decisions. It is never used for advertising, profiling, or resale.

10.4 Third-Party Processor

Heartbeat data is processed by Google Analytics under Google's privacy terms (<https://policies.google.com/privacy>). Google Analytics processes your IP address to derive coarse country-level geography and then discards it under Google's standard data handling; beacon2 does not store or have access to your IP address.

10.5 Opting Out

Because the heartbeat contains no personal information, the Extension does not currently offer an in-app opt-out. Uninstalling the Extension stops all heartbeats immediately and permanently.