

Privacy Policy

Product Delivery Health

by *Baking Dog*

Effective Date: March 20, 2026

1. Introduction

This Privacy Policy describes how Baking Dog ("we", "us", or "our") handles information in connection with the Product Delivery Health application ("App") available on the Atlassian Marketplace for Jira Cloud.

We are committed to protecting your privacy. This policy explains what data the App accesses, what it stores, and what it does not do.

2. Who We Are

Product Delivery Health is developed and maintained by Baking Dog. You can reach us at hello@bakingdog.com for general inquiries, or visit our website at bakingdog.com/pdh.

3. Data the App Accesses

3.1 Jira Data (Read-Only)

To provide its features, the App reads the following data from your Jira Cloud instance via the Atlassian Forge APIs. The App has read-only access and does not create, modify, or delete any Jira data:

- Scrum boards accessible to the authenticated user
- Sprint information: name, state, start and end dates, associated issues
- Backlog issues: summary, status, priority, assignee, epic, story points
- Issue details required for sprint health and backlog analysis
- Epic names and metadata for breakdown views

This data is fetched on demand when you use the App and is displayed directly in the App interface. It is not transmitted to any external server or third party.

3.2 User-Generated Data Stored in Forge Storage

The App uses Atlassian Forge Storage to persist user-specific preferences and content. The following data is stored:

- Focus Notes: short personal notes written by the user, stored per user per board
- Selected Board: the last board selected by the user
- Roadmap entries: visual timeline items created by the user per board (title, dates, optional epic link)

This data is stored exclusively within Atlassian's Forge infrastructure. It is scoped to the individual user and is not shared with other users or accessible outside the App.

4. Data Roles

For the purposes of applicable data protection laws (including GDPR):

- The customer (the Atlassian Jira Cloud instance owner) acts as the Data Controller

- Baking Dog acts as a Data Processor on behalf of the customer
- Atlassian acts as a sub-processor by providing the Forge platform infrastructure

Baking Dog processes data solely on behalf of the customer and only within the Atlassian Forge platform.

5. Data We Do Not Collect or Share

The App does not:

- Transmit customer data to Baking Dog systems or any third-party service
- Use analytics tools, tracking pixels, or telemetry
- Store data outside of Atlassian Forge Storage
- Use cookies or browser storage

While the App does not intentionally collect personal data, Jira data accessed by the App may contain personal data (such as names, issue content, or user identifiers) depending on how the customer uses Jira. This data is processed strictly within the Atlassian Forge environment and is never accessed by Baking Dog.

6. Legal Basis for Processing

The App processes data on the following legal bases:

- Contractual necessity: to provide the functionality of the App as requested by the customer
- Legitimate interests: to enable product features such as sprint analysis and visualization within the customer's Jira environment

The App does not rely on consent as a primary legal basis for processing.

Baking Dog does not have access to customer data processed by the App, as all processing occurs within Atlassian Forge infrastructure and no data is transmitted outside of Atlassian systems.

7. Data Retention

Forge Storage data (Focus Notes, selected board, roadmap entries) persists until:

- You manually delete it within the App, or
- The App is uninstalled from your Jira instance.

Jira data accessed by the App (sprint, backlog, issue data) is not stored by the App and is not retained after your session ends.

8. Data Security

All data processing occurs within the Atlassian Forge platform, which provides security, isolation, and compliance controls managed by Atlassian. The App operates in a sandboxed environment and does not have access to network resources outside of defined Atlassian APIs. For details on Atlassian's security practices, please refer to Atlassian's Trust & Security documentation.

9. Your Rights

Depending on your jurisdiction, you may have rights regarding your personal data, including the right to access, correct, or delete it. Since all user-generated data is stored within Forge

Storage scoped to your account, you can manage this data directly within the App. For additional requests, please contact us at:

hello@bakingdog.com

10. Children's Privacy

The App is intended for professional use and is not directed at children under the age of 16. We do not knowingly collect data from children.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify users of material changes by updating the effective date above and, where appropriate, by posting a notice on the App's Marketplace listing page. Your continued use of the App after such changes constitutes acceptance of the updated policy.

12. Contact Us

If you have any questions about this Privacy Policy, please contact us:

General inquiries: hello@bakingdog.com

Support: support@bakingdog.com

Website: bakingdog.com/pdh