

Press Release

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Women have been tracking their menopause in apps that treat their data as a commodity. TALIA is the first app independently proved not to.

Issued alongside a release from Peak Privacy, Copenhagen, announcing the launch of Stempli - a public privacy registry for mobile apps tested by autonomous scan. TALIA is the first of more than 1,000 apps scanned to reach Gold Standard.

Menopause data is not a generic health record. It is a timestamped picture of a woman's hormonal life: symptoms, medication adjustments, sleep, mood, cognitive changes, and the day-to-day reality of navigating treatment. Often, it contains details she may never have shared with anyone else.

Most menopause apps are free. Free usually means the user is not the customer. She is the product. Privacy policies describe what companies say they do. They do not show what the software actually does. There has been no body conducting proactive technical scrutiny of how health apps actually handle data, until now.

In a category built on trust, asking users to take a privacy promise at face value isn't enough. Kate and Brent Kirkman went looking for independent verification - not a policy review or self-assessment, but code-level scanning by a third party.

"Women shouldn't have to trade their privacy for support. We built TALIA to help women track what's happening, prepare for appointments and manage treatment - while keeping their most personal information exactly where it belongs: with them. Achieving Gold Standard means we can demonstrate that commitment, rather than simply asking people to trust us."

Kate Kirkman, co-founder, TALIA

"I've spent years building platforms that collect and extract commercial value from user data. I know exactly how those systems work. When Kate asked me to build something to help her through perimenopause that handled sensitive (special category) data, building it that way was never an option."

Brent Kirkman, co-founder, TALIA



<https://stempli.com/app/talia-menopause-hrt-tracker/>

TALIA

BUILT TO MAKE SENSE OF MENOPAUSE



CONTACT AND MORE INFO:

TALIA is a private, on-device menopause and perimenopause tracking app for iOS, built and launched from Cornwall. Everything a user records stays on her device. TALIA cannot see it, access it, or share it. £3.99/month or £39.99/year, 14-day free trial.

www.talia-app.com/press

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