

The apps women trust with their bodies are often the ones leaking their data. A new certification proves which ones don't.

Peak Privacy launches Stempli, an evidence-based privacy trust mark for mobile apps. UK menopause app TALIA is the first to earn its highest grade.

In 2022, a study of women's health apps found that 87 percent shared user data with third parties. Flo, one of the most popular apps in the category, settled with the U.S. Federal Trade Commission in 2021 over sharing menstrual and pregnancy data with firms including Meta and Google without users' consent. In 2025, Flo and Google agreed to pay a combined 56 million dollars to settle a class action over the same kind of data. A California jury found Meta liable in the same case. When Mozilla reviewed 25 reproductive health apps and devices in 2022, only one met its top privacy standard.

The problem is not that these apps lie. It is that no one can see what they do. A privacy policy is a promise, and a promise can be rewritten overnight. App store approval checks that an app works, not where it sends your data. The careful apps and the careless ones sit side by side and look like equally safe choices.

Peak Privacy built Stempli to close that gap. Stempli is a public registry where iOS apps are tested and graded on what they actually do. An app earns its grade by being tested, not by filling in a questionnaire. An autonomous agent downloads the live app and uses it like a real person. It records where data goes and what follows the user. Findings are detected, not declared.

TALIA, a UK menopause and HRT tracking app, is the first named launch partner and the first app to reach the highest tier, Gold.

Why TALIA went looking

TALIA did not trust the badges already on the market. An app with poor data practices can still carry one, because

most trust marks reflect what a company says about itself, not what its software does. TALIA wanted someone independent to test the app and report what they found.

What happened next made the case. TALIA believed its app was clean. The scan showed that a third-party payment component built into the app was sending data off the device. TALIA removed it. Only then did the app reach Gold, the tier reserved for apps where nothing leaves the device to a third party, with no hidden identifiers and no tracking.

"We were certain we were clean. The scan proved we weren't, and showed us exactly what to fix. That is the whole point. A certificate is worthless if it can't fail you."

— Kate Kirkman, co-founder, TALIA

"We built TALIA so women wouldn't have to choose between help and privacy. Now we can prove that, instead of just asking people to take our word for it."

— Brent Kirkman, co-founder, TALIA

"We have now scanned more than a thousand apps. What we see is not a few bad actors. It is structural. Most publishers cannot see what their own apps do. Our job is to make it visible."

— Vibeke Specht, co-founder, Peak Privacy

A deliberate start

Stempli opens with its first verified apps and will grow to thousands. Every certified app is checked by hand before it goes live. A registry built on evidence grows at

the pace of verification, not the pace of a launch. PPCS version 1.0 is a first standard and will be refined as the registry grows.

A certificate is earned, not bought. Peak Privacy issues it only when the scan meets the standard, and withdraws it when a release no longer does. The app maker cannot influence the result. That is what independence means here.

Stempli is live from 16 June 2026 at stemp.li. TALIA's certificate can be seen at stemp.li/app/talia-menopause-hrt-tracker. Apps that handle sensitive data can request assessment at stemp.li/contact/ ■

HOW THE CERTIFICATION WORKS

Tested, not self-declared. An autonomous agent downloads the published app and tests how it behaves on a real device. No source code, no credentials, no questionnaire. Every certified app gets a public certificate hosted on Peak Privacy's own domain, with the evidence behind it: every network destination, every permission, every finding. Apps are graded on how much data leaves the device, and to whom. The cleanest apps sit at the top. Apps with serious privacy problems do not pass. Each certified app is re-assessed on every new release, and the grade changes if the app's behaviour changes.

ABOUT TALIA

TALIA is a UK menopause and HRT tracking app built on privacy by design. Everything a user records stays on their device. TALIA cannot see it, access it, or share it. It is paid software, because its value is in the tool, not in selling user data.

ABOUT PEAK PRIVACY

Peak Privacy is an independent privacy and security platform based in Copenhagen. An app should be judged by what it does, not by what it claims. The enterprise platform is trusted by the Agency for Digital Government in Denmark.

The certification programme is a market trust mark, not a government or medical approval.

peakprivacy.eu · CVR 45354059

WHY "STEMPLI"?

The name comes from the Swedish stämpel and German stempel: a stamp, a seal, the mark left when something has been checked. In Swedish, stämpel av godkännande means a stamp of approval.

PLEASE NOTE

A deeper study of menopause apps follows in the coming weeks.

Sources: women's health app data-sharing study (2022); FTC settlement with Flo Health (2021); Flo and Google class-action settlement (2025); Mozilla Privacy Not Included (2022).

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