

LIFESCRIBE PRIVACY POLICY

Last Updated: June 24, 2025

1. INTRODUCTION

This Privacy Policy ("Policy") explains how LifeScribe, Inc. ("LifeScribe," "we," "us," or "our") collects, uses, discloses, and protects information when you use our LifeScribe mobile application, website (www.trylivescribe.com), and related services (collectively, the "Services").

This Privacy Policy is incorporated by reference into our Terms of Service. By accessing or using our Services, you acknowledge that you have read, understood, and agree to be bound by this Privacy Policy. If you do not agree with this Privacy Policy, do not use our Services.

2. INFORMATION WE COLLECT

2.1 Information You Provide to Us

When you use our Services, we collect information that you provide:

Account Information:

- Name, email address, password, phone number
- Date of birth, gender, location
- Profile picture and biographical information
- Preferences and interests

Your Content:

- Stories, memories, and narratives
- Voice recordings
- Photos and videos
- Generated content based on your inputs
- All metadata associated with your content

Interaction Data:

- Communications with us or other users
- Survey responses
- Feedback and suggestions
- Quest completions and game interactions

Payment Information:

- Payment card details
- Billing information
- Transaction history

2.2 Information We Collect Automatically**Device and Technical Information:**

- Device identifiers, type, and operating system
- IP address and location data
- Browser type and settings
- Network information

Usage and Behavioral Data:

- Features used and time spent
- Click patterns and navigation paths
- Content preferences and choices
- Session recordings and heatmaps
- Error reports and performance data

Analytics and Tracking:

- Cookies and similar technologies
- Pixel tags and web beacons
- Mobile SDK data
- Cross-device tracking information

2.3 Information from Third Parties**Third-Party Sources:**

- Social media platforms
- Data brokers and aggregators
- Marketing partners
- Public databases
- Other users who reference you

3. HOW WE USE YOUR INFORMATION

We use your information for any lawful purpose, including but not limited to:

3.1 Service Operations

- Provide and improve our Services
- Process transactions
- Communicate with you
- Enforce our Terms

3.2 Content Processing and AI Development

- Process content through our AI systems
- Train and improve AI models
- Create derivative works
- Generate new features and capabilities
- Build personalized recommendation systems

3.3 Analytics and Commercial Purposes

- Create anonymized and aggregated datasets
- Develop behavioral profiles and patterns
- Generate commercial insights
- Build marketing segments
- Create saleable data products
- Enhance user profiles with third-party data

3.4 Marketing and Advertising

- Send promotional communications
- Deliver targeted advertisements
- Create lookalike audiences
- Measure campaign effectiveness
- Share with marketing partners

4. HOW WE SHARE YOUR INFORMATION

4.1 With Your Consent

When you authorize sharing through the Services

4.2 Service Providers

Third parties who assist in operating our Services

4.3 Business Partners

- Advertising networks
- Analytics providers

- Marketing partners
- Data brokers
- Commercial partners

4.4 Anonymized Data Sales

We may sell, license, or transfer anonymized and aggregated data derived from your use of the Services to third parties for any purpose, including:

- Market research
- Product development
- Advertising optimization
- Industry analytics
- Academic research
- Commercial applications

4.5 Business Transfers

In connection with any merger, acquisition, or sale of assets

4.6 Legal Requirements

To comply with legal obligations or protect our rights

5. DATA RETENTION

We retain your information for as long as necessary for our business purposes, including:

- Active account data: Indefinitely
- Inactive account data: Minimum 2 years
- Anonymized data: Indefinitely
- Analytics data: Indefinitely
- Backup data: According to our retention schedule

See our Data Storage Policy for details.

6. DATA SECURITY

We implement commercially reasonable security measures. However, no system is completely secure, and we cannot guarantee absolute security.

7. YOUR CHOICES

7.1 Account Information

You can update your account information through the Services.

7.2 Marketing Communications

You can opt out of marketing emails via the unsubscribe link.

7.3 Cookies

See our Cookie Policy for management options.

7.4 Do Not Sell

Some states provide the right to opt out of data sales. To exercise this right, email: hello@trylivescribe.com

Note: This only applies to the sale of personal information and does not affect our right to use and sell anonymized or aggregated data.

8. CHILDREN'S PRIVACY

Our Services are not directed to children under 13. If we learn we have collected information from a child under 13, we will delete it.

9. INTERNATIONAL DATA TRANSFERS

Your information may be transferred to and processed in countries other than your own. By using our Services, you consent to these transfers.

10. STATE-SPECIFIC RIGHTS

Residents of certain states may have additional rights under applicable law. To exercise any rights, contact: hello@trylivescribe.com

11. CHANGES TO THIS POLICY

We reserve the right to update this Privacy Policy at any time without prior notice. Changes are effective immediately upon posting. Your continued use of the Services after any changes indicates acceptance of the updated Policy. It is your responsibility to review this Policy periodically.

12. CONTACT US

For all privacy-related inquiries: Email: hello@trylivescribe.com

By using our Services, you acknowledge that you have read, understood, and agree to this Privacy Policy and our data practices described herein.