

Privacy Notice

Effective Date: October 01, 2024

Last Updated: June 6, 2025

This Privacy Notice explains how information about you is collected, used, shared, stored, and secured by ExploreApps (referred to as “ExploreApps”, “we”, “our”, and “us”) when you use our websites, mobile applications, products, services, and/or datasets (collectively, the “Services”) or when you otherwise interact with us. This Privacy Notice also explains your choices regarding your information.

Overview

ExploreApps is committed to protecting your privacy and complying with all applicable laws in collecting and processing personal information. This Privacy Notice provides information regarding the following:

- What information we collect
- How we use your information
- How we use cookies and similar technologies
- How we share your information
- How we store and secure your information
- How long we retain your information
- How you can opt out from receiving communications, or change or request deletion of your information
- Payment processing
- Rights of California residents
- Rights of EEA residents
- Rights of other jurisdictions (e.g., UK, Brazil, Canada, etc.)
- International data transfers
- Other important privacy information

This Privacy Notice also applies to individuals whose data is processed via ExploreApps’ AI-based nutrition evaluation and media processing tools.

Our Services may contain links to other websites operated by third parties. Information collected by such third parties is governed by their privacy policies which we encourage you to review to learn about the privacy practices of those third parties.

What Information We Collect

We collect information about you when you provide it to us, when you use the Services, and/or when other sources provide it to us. We collect Contact Information, User Account Information, User Activity Information, and Content.

Information Related to Nutrition Evaluation Services

When using the Services, you may upload photographs or provide text about your meals. These are used to evaluate the nutritional quality of your food. Uploaded photos and related information may be transmitted to OpenAI's image analysis services via secure channels. Files are temporarily stored on OpenAI's infrastructure and are used only once for processing. We do not link these files to personally identifiable information. All such data is deleted promptly after analysis and is not reused.

Information You Provide to Us

Includes information submitted through web forms, account creation, chat, customer support, etc. We collect:

- Contact Information (e.g., name, address, email, phone)
- Company and job title
- Account credentials, subscription tier, transactions
- Uploaded Content (e.g., music, photos)

- We do not intentionally collect special categories of personal data (such as health, biometric, or sensitive demographic information). If you voluntarily submit such data, it will only be processed with your explicit, informed consent and in accordance with applicable law. Please do not include such information unless it is necessary for the specific services and you are aware of the implications.

Information We Collect Automatically

We collect information about features used, access times, IP address, device type, OS, cookies, session activity, and similar identifiers.

We use analytics tools that may process anonymized or pseudonymized identifiers.

We honor “Do Not Track” (DNT) signals where required by law.

We collect anonymized usage metrics to improve AI performance in specific services, such as Services.

Information From Other Sources

We may collect your information from:

- Organizations using ExploreApps on your behalf
- Login partners (Google, Discord)
- Publicly available and commercial sources
- Affiliates and subsidiaries

Legal Basis for Processing (for EEA, UK, Brazil)

ExploreApps acts as a data controller when determining the purpose and means of processing personal data (e.g., user accounts, analytics), and as a data processor when processing data on behalf of business customers or via AI integrations (e.g., AI nutrition analysis powered by third-party models).

Where users interact directly with ExploreApps’ AI-powered features (e.g., uploading meals for nutrition analysis), ExploreApps acts as the data controller for that processing, even if third-party models are used for inference.

Third-party AI providers, such as OpenAI, act as sub-processors under our Data Processing Agreements (DPAs), and only process anonymized data for one-time tasks under strict contractual and technical safeguards.

We process your personal data based on one or more of the following legal bases:

- Your consent (e.g., for marketing or cookies)
- The necessity to perform a contract (e.g., to deliver services you request)
- Our legitimate interests, provided these do not override your fundamental rights (e.g., services improvement, analytics)
- Legal obligations, where applicable

Notice at Collection (California Residents)

We collect personal information as described in “What Information We Collect”. This includes identifiers, usage data, and content you provide. For more details on your rights, see “Rights of U.S. Residents”.

How We Use Your Information

We use your information to:

- Provide and maintain the Services
- Personalize and improve your experience
- Communicate with you and respond to inquiries
- Send you marketing messages where legally permitted, with opt-out options

- Monitor and secure our platform
- Comply with legal obligations
- Conduct internal research and statistical analysis in anonymized format
- Enforce our Terms of Service
- Improve AI-generated outputs in non-identifiable form and test model accuracy

How We Use Cookies and Similar Technologies

We use cookies, pixels, SDKs, and web beacons to collect data such as:

- Authentication and security
- Preferences and settings
- Usage analytics

We obtain your consent for non-essential cookies, as required by ePrivacy and GDPR. You may manage cookies through your browser or our cookie banner settings.

How We Share Your Information

We may share your information:

- With services providers under contract (hosting, analytics, support)
- With your employer or organization
- With your consent
- With affiliates and subsidiaries for internal purposes
- In the event of a merger, acquisition, or sale of assets
- When required to comply with laws or protect rights and safety
- With third-party AI processors (such as OpenAI) solely for one-time processing tasks when using Services or similar features. Files are anonymized and securely transmitted.

We do not sell your personal data. We do not share your personal information for cross-contextual behavioral advertising without your consent.

How We Store and Secure Your Information

We maintain physical, administrative, and technical safeguards to secure your data.

- All data is encrypted at rest and in transit using industry standards (e.g., AES-256, TLS 1.2+)
- We conduct regular audits, vulnerability scans, and maintain access control protocols
- Our staff is trained in privacy and data security
- AI-generated data is stored only if necessary for reproducibility or auditability and is subject to strict access controls.

How Long We Retain Your Information

We apply retention periods as follows:

- Account data (e.g., name, email, login): while the account is active + up to 12 months
- Billing and transaction data: 6 years or longer as required by financial regulations
- Session logs and usage data: up to 6 months
- Uploaded photos for Services or similar AI processing are deleted within minutes of processing unless otherwise agreed. Such content is processed only if it does not constitute personal data, or if explicit, informed consent has been provided.
- Support communications: up to 2 years for audit and training purposes

How You Can Opt Out, Change, or Request Deletion of Your Information

You can:

- Opt out of marketing by clicking unsubscribe in our emails
- Access, correct, or delete your data by emailing us at support@exploreapps.co

- Object to processing or request restriction where applicable
- Withdraw consent where processing is based on consent
- Request that any uploaded photos or content related to AI evaluation be deleted immediately by contacting our support.

Payment Processing

Payments are handled by third-party providers that may collect and process:

- Billing details
- Transaction records

Your payment data is not stored by ExploreApps but processed securely via PCI-DSS compliant providers.

Rights of U.S. Residents

If you reside in California, Colorado, or a similar state:

- You have the right to know, access, correct, delete, and opt-out of sale or sharing of personal data
- You may designate an authorized agent to submit requests on your behalf
- We will verify your identity before responding

Rights of EEA Residents

If you are in the European Economic Area or the UK, you have the right to:

- Access your data
- Rectify inaccurate data
- Erase your data (“right to be forgotten”)
- Restrict or object to processing
- Data portability
- Lodge a complaint with your local data protection authority
- Withdraw consent at any time

You also have the right to lodge a complaint with a supervisory authority in your country of residence or employment.

Rights of Other Jurisdictions

You may also have rights under other privacy laws (e.g., Brazil LGPD, Canada PIPEDA). We honor these rights in accordance with applicable law.

Automated Decision-Making and AI Ethics

We use artificial intelligence (AI) to support certain features of the Services (e.g., nutrition evaluation in Nutrirate, sound analysis in AIR Music). These features may involve automated analysis of uploaded data.

We do not use AI to make decisions that produce legal or similarly significant effects without human oversight. Where profiling or AI-based suggestions are provided, you have the right to:

- Request human review of the outcome
- Object to such processing
- Receive an explanation of how the decision was made

All AI processing is conducted in accordance with applicable regulations, such as GDPR Article 22, the EU AI Act, and ethical AI principles (transparency, fairness, and minimal data use).

We do not use your personal data to train generalized AI models unless you have provided separate, informed, and explicit consent. Consent for training or reuse is requested only where strictly

necessary, and we ensure such requests are specific, granular, and informed.

Where training is performed, it is limited to de-identified or synthetic data, and only with your explicit consent where applicable. You may withdraw consent at any time.

ExploreApps does not rely solely on automated decision-making processes that have legal or similarly significant effects on individuals. Any such processing, if introduced in the future, will be subject to prior notice and human-in-the-loop review.

ExploreApps conducts Data Protection Impact Assessments (DPIAs) where required and applies appropriate safeguards to mitigate potential risks from the use of AI, including transparency measures, data minimization, and periodic audits of AI outputs.

International Data Transfers

We may transfer your personal information to countries outside your jurisdiction (e.g., the United States). When we do, we rely on:

- Standard Contractual Clauses approved by the European Commission or UK IDTA
- Adequacy decisions or your explicit consent
- Data shared with third parties like OpenAI is subject to contractual data processing agreements and geographic safeguards where required.

For EEA and UK users, data transfers outside your jurisdiction are conducted using approved mechanisms such as Standard Contractual Clauses (SCCs) or the UK International Data Transfer Agreement (IDTA), and are supplemented, where appropriate, by Transfer Impact Assessments (TIAs) to evaluate the adequacy of protections in the recipient country.

Other Important Privacy Information

We may update this policy periodically. If we make material changes, we may notify you by email or via a prominent notice on our Services.

Children's Privacy

Our Services are not directed to individuals under the age of 13 (or 16 where applicable under local law), and we do not knowingly collect personal information from children.

We do not knowingly collect or process personal information from individuals under 13 years old (or under 16 in the EEA/UK) without verifiable parental consent, in accordance with applicable laws such as COPPA and GDPR.

If we become aware that we have inadvertently collected information from a child without verifiable parental consent, we will delete such data promptly. If you believe we may have collected such information, please contact us at: support@exploreapps.co.

Contact

If you have any questions or concerns regarding this Privacy Notice, or wish to exercise your rights, please contact: support@exploreapps.co.