

KeywordLens AI Privacy Policy (Browser Extension)

Effective date: 2026-03-05

KeywordLens AI ("KeywordLens AI", "we", "us") is a local-first browser extension that helps you research and improve App Store Optimization (ASO) using public App Store / Google Play data, plus optional AI features if you bring your own API key.

Summary (TL;DR)

- **Local-first:** Your projects, scans, drafts, and settings are stored in your browser profile (not on our servers).
- **No browsing surveillance:** We do not collect or sell browsing history, and we do not read page content from your open tabs.
- **Network requests are feature-driven:** The extension contacts Apple iTunes endpoints and Google Play pages to fetch public app data. Optional AI calls only happen if you enable BYOK and grant permission. Premium license checks only happen if you choose to activate premium.

Information We Handle

1) Data you enter or generate in the extension (stored locally)

Depending on which features you use, the extension may store:

- Keywords, countries/markets, tracked apps (App Store IDs / Google Play package IDs)
- Rank tracking snapshots, scout trend snapshots, competitor comparisons, and charts derived from public data
- Tags/folders, experiment notes/pins, and UI preferences (theme, filters, onboarding state)
- Metadata drafts (title/subtitle/keywords), localization drafts/history, and exports you generate (CSV/Markdown/JSON)

This data stays on your device in extension storage unless you export it yourself.

2) Optional BYOK AI configuration (stored locally)

If you enable BYOK (Bring Your Own Key) AI features, the extension stores locally:

- Selected AI provider (OpenAI / Anthropic / Gemini)
- Model selection
- Your API key

Your API key is used only to call the provider you select. We do not receive or store your API key on a backend server.

3) Premium license verification (optional)

If you choose to activate or check premium:

- You may enter an **email address** and a **license key**.
- The extension sends the **license key** to Lemon Squeezy for validation.
- The extension stores locally the premium status (e.g., whether premium is active) plus the email address and last-check timestamp to avoid repeated prompts.

4) Data we do *not* collect

- We do not run third-party analytics/telemetry SDKs in the extension.
- We do not sell personal information.
- We do not collect browsing history, read the contents of web pages you visit, or track you across websites.

When Data Is Sent Over the Network

The extension makes requests only to support the features you use:

Public app data sources

- **Apple iTunes endpoints** (e.g., app lookup/search and public review feeds) for App Store research, rank lookups, and review mining.
- **Google Play Store pages** for Google Play app lookup and related research.

These requests may include things like keyword terms, country codes, app IDs/package IDs, and standard network metadata (e.g., IP address and user agent) that any request typically includes.

Optional AI providers (BYOK)

If you enable BYOK, the extension sends prompts to the provider you select. Prompts may include:

- App title/metadata text you provide
- Keywords you provide

- Review excerpts/phrases derived from public store reviews (for synthesis and reply drafting)
- Localization target language/country parameters

These requests are sent directly from the extension to the AI provider using your API key, and are governed by that provider's terms and privacy policy.

Premium verification (Lemon Squeezy)

If you activate premium, the extension sends your license key to Lemon Squeezy's license validation API to verify entitlement.

Where Your Data Is Stored

KeywordLens AI stores extension data locally in your browser profile using extension storage APIs (e.g., `chrome.storage.local`) and browser local storage mechanisms (such as IndexedDB/localStorage) as needed for reliability. We do not provide a cloud sync or backend database for your extension data.

Your Choices and Controls

- **Use without BYOK:** AI features are optional; core ASO features work without an AI key.
- **Optional host access:** AI provider host access is requested only when you enable BYOK for that provider.
- **Disable background checks:** You can turn off badge monitoring (or change its cadence) in Settings.
- **Delete your data:** Use the extension's "Clear all local data" option (if enabled) and/or uninstall the extension. You can also clear extension/site data through your browser settings.

Permissions (What We Request and Why)

- `sidePanel`: to show the extension UI inside your browser's side panel.
- `storage`: to save your ASO data, drafts, and settings locally on your device.
- `alarms`: to run scheduled background refresh checks for the optional badge monitoring feature.

Host access is limited to the services the extension needs to contact:

- `https://itunes.apple.com/*` (App Store public endpoints)
- `https://play.google.com/*` (Google Play public pages)

- <https://api.lemonsqueezy.com/>* (premium license validation, only when you use premium)

Optional host access for BYOK AI (requested at runtime only if you enable it):

- <https://api.openai.com/>*
- <https://api.anthropic.com/>*
- <https://generativelanguage.googleapis.com/>*

Data Retention

Data stored locally remains on your device until you delete it or uninstall the extension. Premium status may be re-validated periodically to keep entitlement accurate.

Security

We take a data-minimization approach: most data stays on your device. However, no method of local storage is perfectly secure against someone with access to your device/browser profile. Protect your device and treat API keys as secrets.

Children's Privacy

KeywordLens AI is not directed to children and is intended for professional ASO workflows.

Changes to This Policy

We may update this policy to reflect product changes. If we make material changes, we will update the effective date above.

Contact

For privacy questions or requests, contact: contac@artistscompany.net