

Memrbl Privacy Policy

Effective Date: May 8, 2025

1. Introduction

Welcome to **Memrbl**. This Privacy Policy explains how Memrbl (the “App,” “we,” “us,” or “our”) collects, uses, stores, and protects your personal information when you use our mobile application. By using Memrbl, you agree to the data practices described in this Policy. If you do not agree, please do not use the App.

Memrbl is a learning platform that helps entrepreneurs learn business book content through interactive challenges generated using large language models (LLMs). Our service is **not intended for children under 16 years of age**, and we do not knowingly collect data from anyone under 16. If you are under 16, please do not use Memrbl or provide any personal information. If we discover we have collected personal information from a user under 16, we will delete it.

2. Information We Collect

We collect various types of information to provide and improve the Memrbl experience. This includes:

- **Account Information:** When you sign up, we collect your email address and a password. If you use third-party sign-in options (such as **Sign in with Apple**), we receive information like a user identifier and, in some cases, your name or email from that provider. Passwords are stored in encrypted form for security.
- **Personal Profile Details (if provided):** You may choose to provide additional profile information (for example, your name, profile photo, or preferences) within the app. This information is optional and used to personalize your experience.
- **Device and Technical Information:** We automatically collect certain data about your device and app usage. This may include device model, operating system version, unique device identifiers, IP address, language settings, and crash logs. We also collect **device usage patterns**, such as the times you access the app and features you interact with, to help us understand performance and improve stability.
- **Usage and Interaction Data:** We record information about how you use Memrbl. This includes the business book titles or summaries you view, your progress in challenges,

answers or choices you submit in interactive quizzes, features you tap or engage with, and **interaction patterns** (for example, how long you focus on a challenge or which sections you revisit). This data helps us personalize content and optimize the app's challenges for better learning outcomes.

- **Voice and Audio Data:** If Memrbl offers voice-based features (for example, voice commands, audio narration of content, or spoken responses), we may collect and process audio data. For instance, if you use your voice to answer a question or navigate the app, we collect your voice input and may convert it to text. We also track **audio usage patterns** (such as how often you use audio features or listen to audio content). **Note:** If we process audio/voice data, it is used only to facilitate the feature (e.g., converting speech to text or analyzing your response) and to improve our voice recognition accuracy. We do not store raw audio recordings long-term; however, derived data (like transcriptions or usage metrics) may be retained as part of your interaction data.
- **Communication Data:** If you contact us for support or feedback, we will collect the information you provide (such as your contact details and the content of your communications).
- **Potential Future Data Collection:** As Memrbl expands and adds new features, we may collect additional types of data to support those features. For example, we might introduce optional user profiles with more details, social or community features, or new input methods. **We will update this Privacy Policy if we begin collecting any additional personal data.**

We limit our data collection to what is necessary to operate and enhance the service. You are free not to provide certain information (such as profile details or voice input), but this may limit or disable some features of the App.

3. How We Use Your Information

Memrbl uses the collected information for the following purposes:

- **To Provide and Improve the Service:** We use your data to operate Memrbl's core functionality – for example, creating your account, logging you in, and delivering interactive learning challenges. Your interaction data (answers, progress, etc.) is used to tailor the content to your skill level and interests, and to improve the quality of our business book summaries and quizzes over time.
- **Personalization:** We may personalize the app experience based on your usage. For example, we might recommend new challenges or books based on your past activity, or

adjust the difficulty of quizzes according to your performance.

- **AI Content Generation:** Your inputs and interactions (including text or voice responses to challenges) are used to generate dynamic content via our AI systems. Specifically, we send your challenge responses or prompts to third-party LLM APIs (see **Section 5** below) to create follow-up questions, explanations, or other interactive content. This allows Memrbl to deliver customized learning experiences in real time.
- **Analytics and Performance:** Device information and usage data are analyzed to understand how users engage with Memrbl. This helps us troubleshoot issues, monitor for crashes or bugs, and make informed decisions on improving app performance and new features. For example, we might analyze which challenges are most popular or where users tend to drop off, so we can refine our content.
- **Engagement and Reminders:** We use your data to send you **push notifications** (if you have opted in) and in-app messages, such as reminders to continue a challenge, notifications of new content, or motivational prompts to help keep you on track with your learning goals. We also may use Screen Time API data (as detailed in Section 10) to nudge you if you become distracted, or to congratulate you on focus streaks.
- **Account Management and Support:** We use your email and account info to send important account-related communications, such as verification emails, password reset links, subscription confirmations, or significant updates to this Privacy Policy or our Terms. If you reach out to customer support, we will use your information to assist you and resolve issues.
- **Security and Abuse Prevention:** Information we collect (like device identifiers and usage patterns) is also used to **protect against unauthorized access**, enforce our Terms of Service, and prevent misuse of the app. For example, we may monitor for suspicious login activity or content that violates our guidelines. If we detect fraud, hacking attempts, or other malicious activity, we may use relevant data to investigate and take action.
- **Legal Compliance:** Where necessary, we may process and disclose information to comply with legal obligations or respond to lawful requests by public authorities (e.g., court orders, law enforcement inquiries).

We do *not* use your personal data for any purposes other than those described above without your consent. In particular, we do not use the information you provide to make automated decisions about you without human intervention, except for the automated processing inherent in generating quiz content via AI based on your inputs.

4. Third-Party Services and SDKs

To provide Memrbl's features and functionality, we rely on several third-party services and software development kits (SDKs). These third parties process data on our behalf, and each may collect certain information from the app as needed for their services. The third-party services we use include (but are not limited to):

- **Firebase (Google LLC):** We use Google Firebase services for things like analytics, crash reporting, and push notifications. Firebase Analytics helps us understand user engagement (e.g., what screens or features are most used), and Crashlytics reports app crashes so we can fix bugs. Firebase may automatically collect device identifiers, IP address, and app usage data for these purposes. We also use Firebase Cloud Messaging (FCM) to send push notifications to your device. (For more details on push notifications, see Section 10.) Firebase's use of your data is governed by Google's privacy policy.
- **Supabase:** Supabase is a backend platform we use for our database and user management. When you use Memrbl, your account information and usage data may be stored in databases hosted by Supabase. Supabase is a third-party service provider that offers a secure database and authentication system (similar to Firebase). It stores personal data (like your email, encrypted password, and app data such as your challenge progress) and helps us manage user accounts, login, and data queries quickly. Supabase may process this data to fulfill our requests (for example, retrieving your saved progress when you log in) but does not use it for any other purposes.
- **Amazon Web Services (AWS):** We utilize AWS cloud infrastructure for various purposes, such as server hosting, file storage, and possibly AI processing tasks. For example, we might store encrypted backups of our database on Amazon S3 storage, or run certain computations on AWS servers. This means your data could be transmitted to or stored on AWS servers located in different regions. AWS, as our cloud provider, might incidentally process your data for storage and retrieval, but it does not access your content except to maintain and secure the cloud services. AWS has its own stringent security and privacy practices to safeguard data.
- **DigitalOcean:** We also use DigitalOcean cloud services for hosting and storage. DigitalOcean may host some of our application components or databases. Similar to AWS, any personal information stored or processed on DigitalOcean's infrastructure is protected under DigitalOcean's security measures. DigitalOcean staff do not access your specific data, but your information may reside on their servers as part of our service's backend.
- **Apple Sign-In (Sign in with Apple):** For user convenience and security, Memrbl offers **Sign in with Apple** as an authentication method. If you choose to sign in via Apple, Apple will confirm your identity and may share with us your name and email address associated with your Apple ID (you have the option to hide your email; if you do, Apple provides a relay email address). We treat any information we receive from Apple as we

would treat data you provided directly. Apple does not share your Apple account password or any sensitive payment info with us during this process. Using Sign in with Apple means you also agree to Apple's authentication terms and privacy policy.

- **Screen Time API (Screentime SDK by Apple):** Memrbl integrates with Apple's Screen Time framework (sometimes referred to as the Screentime SDK) to monitor usage for focus and engagement tracking. This Apple-provided API allows us to gather data on how long Memrbl is used and detect certain usage patterns (for example, if you switch away from the app during a focus session). The Screen Time API is designed with user privacy in mind, so it provides only the information necessary for usage tracking. We do not receive detailed information about other apps you use; we only get aggregated or tokenized data that indicate usage levels or distractions. This information helps us provide features like focus timers or gentle prompts to keep you on track. Any data from Screen Time is used solely to improve your experience and is not shared with any parties other than Apple (which provides the API functionality).
- **Other Service Providers:** We may use additional services or SDKs to enhance Memrbl. For example, we could use cloud functions providers, content delivery networks, or analytics tools. If we add a new major third-party service that affects your privacy, we will update this Policy. All third-party libraries and providers we integrate are required to handle your data securely and only for the purposes we specify.

Each of these third-party services may collect and process your data under their own privacy policies as our service providers. We do **not** sell or share your personal information with these third parties for their independent marketing or purposes outside of Memrbl's operation. They only receive information to help us run the app (as described above). We take care to ensure each third-party we use has industry-standard security practices. However, their operations are outside of our direct control, so we encourage you to review the privacy policies of Firebase/Google, Supabase, AWS, DigitalOcean, and Apple if you want more information on how those companies handle data.

Note: We may change or add cloud providers and third-party services over time **without prior individual notice**. (For example, we might move our data storage from one provider to another, or adopt a new analytics tool.) We will continue to safeguard your data consistently under this Policy even if our service providers change, and will update this document to reflect significant changes as needed.

5. AI Content Generation and LLM APIs

A core feature of Memrbl is the generation of interactive learning content (such as quiz questions, summaries, and feedback) using Artificial Intelligence. To enable this, **your inputs within the app may be sent to third-party Large Language Model (LLM) API services** for processing. In practice, this means:

- When you engage in a challenge or prompt that requires an AI-generated response (for example, you answer a question or ask for an explanation), the app will send the relevant data (such as the text of the question you asked or your answer) to an external AI service. These AI services include reputable providers (for example, OpenAI GPT or similar models) that use advanced machine learning to generate responses.
- **Data Sent:** We strive to send only the minimum necessary information to get a useful result. Typically, this includes the text of your query or response and some context (like the related content or chapter you are working on). We do **not** send personal identifiers like your name, email, or account ID to the AI API. However, the content you submit might itself include personal information if you voluntarily include it in a prompt or spoken query. **We advise you not to include sensitive personal details** (e.g. financial, health, or identity information) in any queries or content you ask the AI to process, to minimize exposure of such data.
- **How the AI Provider Uses Data:** The third-party AI provider will receive your input and process it to generate a response (e.g., create a quiz question, evaluate your answer, or produce a summary). **Your content may be temporarily stored on the AI provider's servers** as part of this processing. For example, OpenAI (a provider we may use) retains API request data for a short period (currently up to 30 days) to monitor for abuse. These providers **have their own privacy and data retention policies**, which are beyond our control. However, they generally do not use your data to train their models or for other purposes without permission. (As of 2023, OpenAI does not use API data for training their public models by default, and only keeps it briefly for abuse detection.)
- **Data Security with AI Providers:** We transmit your queries to the AI over encrypted channels to protect them in transit. The responses from the AI are then delivered back to the app and shown to you. We do not separately store the content of your AI queries and responses in a way that's identifiable to you, except as part of your overall interaction history or usage data (which is protected as described in this Policy). For instance, we might log that a certain user asked a question at a certain time and the general outcome, to help us improve the AI integration or debug an issue, but we are not building a profile of you from the content of your AI interactions beyond your learning progress.

By using Memrbl's AI-driven features, you **consent to your inputs being sent to and processed by these third-party AI services**. We contract or integrate with AI providers that we believe have strong privacy and security standards. However, if you are uncomfortable with your prompts or responses being handled by an external AI, please refrain from using the AI-powered features of the app.

Memrbl will continue to evaluate the AI services we use and may switch providers or models in the future to improve quality or privacy. Any significant changes to how we use AI with your data will be reflected in an updated Privacy Policy.

6. Age Restrictions (Children's Privacy)

Memrbl is intended for use by adults and individuals **16 years of age and older**. We do not target or market the App to children, and we do not knowingly collect personal information from anyone under 16. If you are under the age of 16, **do not use Memrbl or provide any personal data to us**.

Parents or guardians who believe that their child under 16 may have created an account or provided personal information should contact us immediately (see **Contact Us** in Section 12). We will promptly take steps to delete the child's information from our records.

If we become aware that we have inadvertently collected data from a user under 16, we will delete that data as soon as reasonably possible. Users between 16 and 18 should only use the app with the consent and supervision of a parent or legal guardian, as required by applicable law.

7. In-App Purchases and Payments

Memrbl offers premium content and subscription plans to unlock additional features through **Apple's in-app purchase system**. All billing and payment processing for subscriptions or purchases in Memrbl are handled by **Apple Inc. via the App Store**:

- When you decide to subscribe or make a purchase, you will use your Apple ID and the transaction is processed securely through Apple's App Store infrastructure. We **do not collect or store your credit card numbers, banking information, or other financial data** on our servers. That information is provided directly to Apple, and its use is governed by Apple's Privacy Policy and App Store terms.
- We receive from Apple only the information necessary to manage your subscription. This typically includes confirmation that you have purchased a subscription, the type of subscription, and the start and end date of your subscription period. Apple may also inform us of status changes, such as renewal or cancellation of a subscription. This information is used to give you access to premium content and to enforce any subscription limits (for example, content available only to subscribers).
- All in-app purchases are subject to Apple's terms of service, refund policies, and billing practices. If you have any issues or questions about billing (such as being charged incorrectly or wanting a refund), you may need to contact Apple support. However, you can also reach out to us and we will do our best to assist or guide you.
- We do not share any personal data related to your purchases with third parties, except as needed to record the transaction (for example, in our internal records or analytics to know how many users have subscribed). Purchase history may be linked to your account within our database, but this is for your account management (e.g., to recognize

you as a subscriber) and internal analytical purposes only.

By making a purchase in Memrbl, you consent to Apple's handling of your payment information. Please review Apple's App Store **Privacy Policy** and terms for more details on how Apple processes your payments. Memrbl itself remains largely hands-off regarding your financial data to protect your security.

8. Data Storage and Security

We are committed to protecting your personal information. Memrbl uses modern cloud infrastructure and security measures to store and safeguard data:

- **Data Storage Locations:** Your data is stored across multiple secure servers and services. We utilize trusted cloud providers including **DigitalOcean, Amazon Web Services (AWS), Supabase, and Firebase** to host our databases, application servers, and backups. This means your data may be transferred to and stored on servers in various locations (including the United States or other countries) maintained by these providers. We choose providers that have robust security practices (such as encryption at rest, firewalls, and access controls). However, note that **we may change our storage infrastructure or migrate data to new providers at any time as needed, without prior notice to you**. Any new provider will be held to the same standards outlined in this Policy to ensure your data remains protected.
- **Data Security Measures:** We implement a variety of technical and organizational measures to secure your data:
 - Personal data like passwords are stored in encrypted form. We use HTTPS (TLS) encryption for all network communication between the app and our servers, including when transmitting your data to third parties (such as AI providers or analytics services).
 - Access to databases and systems containing personal data is restricted to authorized personnel who need it to operate and develop the service. Our team members are bound by confidentiality obligations.
 - We regularly update our software and infrastructure to apply security patches and reduce vulnerabilities. We also monitor our systems for suspicious activity or potential attacks.
 - For particularly sensitive interactions (like authentication, payment handling through Apple, etc.), we rely on battle-tested industry solutions (for example, delegating payment to Apple's secure systems or authentication to

Apple/Supabase secure flows) to minimize risks.

- **No Guarantee:** While we strive to protect your information, no method of transmission over the internet or electronic storage is 100% secure. Therefore, we **cannot guarantee absolute security** of your data. In the event of a data breach or security incident, we will promptly notify affected users and take all necessary steps to mitigate the issue as required by applicable laws.
- **User Responsibility:** You also play a role in keeping your data secure. Please use a strong, unique password for your Memrbl account and do not share it with others. If you suspect any unauthorized access to your account, let us know immediately.

By using Memrbl, you understand that your data will be transferred to and stored with third-party cloud providers. Those providers might be in jurisdictions with different data protection laws than your home country. However, we take steps to ensure that your privacy is protected in line with this Policy regardless of where the data is stored or processed.

9. Data Retention

We retain your personal information **for as long as necessary to fulfill the purposes outlined in this Privacy Policy**, unless a longer retention period is required or permitted by law. In practice:

- **Active Account Data:** If you have an active Memrbl account, we will keep your profile information, account credentials, and usage data so that you can continue to use the app. There is no predetermined expiration date for data tied to active accounts – we store it indefinitely until you decide to delete your account or until we no longer need the data to provide services.
- **User Requests for Deletion:** You have the right to request deletion of your account and personal data at any time (see **Your Rights** in Section 11). Memrbl complies with Apple's requirements for in-app account deletion. This means you can request account deletion via the **"Delete My Account"** option within the app's settings (or through your Apple ID settings for Memrbl, if applicable). Once we receive a deletion request, we will verify it and then delete or anonymize your personal data. We aim to honor deletion requests promptly. Please note that it may take a short period to fully remove data from all our systems (for example, data in backups may persist for a brief time until those backups are rotated out).
- **Retention After Deletion:** When you delete your Memrbl account, we will remove or anonymize personal identifiers so that remaining data is no longer linked to you. However, we may retain certain minimal information as needed for legal compliance or legitimate business purposes. For instance, we might keep transaction records (to satisfy

financial reporting laws), or retain information about a banned account to prevent fraud or abuse in the future. Any such retained information will be handled in accordance with this Privacy Policy and only for the purposes stated (legal compliance, security, etc.).

- **Inactive Accounts:** If you stop using Memrbl for an extended period, we may eventually move your data into an archived state or delete it, but generally we treat data as active unless we decide to implement an inactivity cleanup policy. If we do so, we will update this Policy or notify affected users in advance. Currently, we do not automatically delete accounts due to inactivity.
- **Usage Data:** In some cases, we may retain aggregated or de-identified usage data (data that cannot identify you personally) indefinitely for analytical purposes. For example, overall statistics about how many users completed a certain challenge or general usage trends may be kept to help us improve Memrbl, but this data will not identify individual users.

In summary, **we keep your data indefinitely** while you use Memrbl, unless you actively request deletion. If you choose to delete your account, we will erase your personal data (subject to the limited exceptions above). Always remember that removing the app from your device does **not** automatically delete your account or data. You must request deletion through the app or by contacting us.

10. Push Notifications and Focus Tracking

Push Notifications: With your permission, Memrbl uses push notifications to enhance your learning experience:

- We may send you notifications for various reasons, such as reminding you to complete a daily challenge, alerting you about new book content available, celebrating milestones (e.g., a streak of days studied), or providing tips and motivational messages.
- You have control over push notifications. Memrbl will ask for your consent to enable notifications when you first use the app features that require it. If you opt in but later change your mind, you can disable some or all Memrbl notifications at any time through your device's settings (typically under Notifications settings for the Memrbl app on your phone).
- We use a device token provided by Apple Push Notification Service (APNS) or Firebase Cloud Messaging to send notifications. This token is an identifier that does not reveal your personal information but allows our notification service to know where to deliver the message. We treat these tokens securely and only use them to send you Memrbl-related messages.

- We do not send unsolicited marketing notifications. Every notification is intended to help you engage with Memrbl content. However, if at any point we introduce promotional messages, it will only be with additional consent where required by law.

Screentime and Focus Tracking: Memrbl is designed to help users maintain focus and build consistent study habits. To support this, the app incorporates **focus tracking features**, potentially using Apple's Screen Time API and related frameworks:

- If you start a focus session or use any feature of Memrbl that limits distractions, the app may use the Screen Time API to detect interruptions (for example, if you switch to another app or exceed a self-imposed time limit on distractions). When such events occur, Memrbl can log that a distraction happened or trigger a gentle reminder to refocus.
- The information gathered through this method includes data like the duration of your Memrbl study sessions, timestamps of session start/stop, and whether you left the app during a session. **We do not receive detailed information about which specific app you switched to** or what you do outside Memrbl; we only get signals necessary to know that "the user exited Memrbl during a focus session" or how long you stayed focused.
- This focus tracking data is used to provide in-app feedback to you. For example, we might show you a summary like "You stayed focused for 20 minutes" or "You got distracted 3 times today." It may also allow features like temporarily blocking other distracting apps (with your permission and within the limits of Apple's Screen Time functionality) to help you concentrate while using Memrbl.
- All usage of Apple's Screen Time or similar functionality requires your explicit permission. The first time Memrbl tries to access Screen Time data or enable focus tracking, you will see a system prompt to grant permission. If you grant it, you can later revoke this permission in your device's settings if you no longer want Memrbl to have access.
- Any data collected for focus and engagement purposes is handled as part of your usage data. We do not share your individual focus tracking information with third parties (it's for your and our internal use only). At most, we might include it in aggregated analytics (e.g., "X% of users use focus mode").

In summary, Memrbl uses push notifications and focus tracking to keep you engaged and help manage your study habits. Both are optional: you can opt out of notifications or decline Screen Time access, though doing so may limit some features (like not receiving reminders or not getting focus assistance). We encourage you to customize these settings to your comfort level.

11. Your Rights and Choices

We believe in user autonomy and transparency. Depending on your jurisdiction, you have certain rights regarding your personal data. Memrbl provides all users with the following rights and choices:

- **Access Your Information:** You have the right to access the personal information we hold about you. This means you can request a copy of the data associated with your Memrbl account (such as your profile info, settings, and possibly a log of your interactions and progress). Most of your basic account data can be viewed in the app (e.g., your profile details), but you can also request a full export by contacting us.
- **Correct Your Information:** If any personal data we have is inaccurate or outdated (for example, you change email addresses or discover a typo in your name), you have the right to correct or update it. You can update certain information directly in the app (like changing your email if our app supports that, or editing profile details). For anything you cannot change yourself, you may contact us and we will make the correction, if feasible and verified.
- **Delete Your Account and Data:** You have the right to request deletion of your personal data. As described in Section 9, you can initiate deletion through the “**Delete My Account**” feature in the app’s settings (which will remove your account and associated personal data). You may also contact us directly to request deletion. Upon such a request, we will delete personal data that we are not legally required or permitted to retain. Keep in mind that deletion is permanent – if you later wish to use Memrbl again, you would need to create a new account and your previous progress would be lost.
- **Withdraw Consent / Opt Out:** Where we rely on your consent to process data (for example, for push notifications or focus tracking via Screen Time), you have the right to withdraw that consent at any time. You can manage push notification preferences in your device settings and Screen Time permissions in your device’s privacy settings. Withdrawing consent for these features will stop the associated data processing (though it doesn’t affect processing that has already occurred). For any optional data collection or feature, you can opt out by not using that feature or disabling it.
- **Data Portability:** In some regions (such as the European Union under GDPR), users have the right to data portability. This means you can request that we provide your personal data in a common, machine-readable format (so that you can transfer it to another service if you wish). We will assist with such requests by providing data in a JSON, CSV, or similar format, covering the core personal information and content you provided.
- **Object to Processing or Restrict Processing:** You may have the right to object to certain types of processing or request that we limit how we use your data. For example,

if you believe our use of your data for analytics is not justified, you can object. While Memrbl does not engage in much processing that falls outside providing the service, you can always raise concerns and we will consider them and respond in accordance with applicable laws. We provide an opt-out for marketing communications (though presently we do not send marketing emails or third-party ads). If we ever introduce them, we will give you a clear way to opt out.

- **California Privacy Rights:** If you are a California resident, California law may provide you with additional rights (such as the right to know categories of personal information collected, disclosed, or sold; the right to opt-out of sale of personal info; and the right to non-discrimination when exercising rights). We do not sell your personal information. We have aimed to cover the relevant rights (access, deletion, etc.) in this section. California users can exercise their rights in the same way as described above.
- **International Users:** Memrbl is operated from jurisdictions that may not have the same data protection laws as your home country. However, we apply the same privacy protections to all users. If you are located in the European Economic Area (EEA) or United Kingdom, we strive to comply with the GDPR. If you have any concerns about how your data is handled or requests regarding your data, please contact us. You also have the right to lodge a complaint with your country's data protection authority if you believe we have violated any data protection law (after giving us a chance to address your concerns first).

Exercising Your Rights: To exercise any of your rights, please use the in-app options (for example, account deletion) or contact us at the email provided in Section 12. We may need to verify your identity before fulfilling certain requests (for instance, to ensure that the person requesting data access or deletion is actually the account owner). Verification might involve checking credentials or asking for additional information we already have on file. We will respond to your request as soon as possible, and in any case within any timeframe required by law (usually within 30 days for most requests).

There is no charge for exercising your rights. However, if a request is unfounded or excessive (for example, repetitive requests), we may either charge a reasonable fee or refuse to act on it as allowed by law – but we will explain the reasoning to you in that case.

Memrbl is committed to respecting your rights and ensuring you have control over your personal information. Please do not hesitate to reach out if you have any questions or requests regarding your data and privacy.

12. Contact Us

If you have any questions, concerns, or feedback about this Privacy Policy or any of Memrbl's data practices, please contact us:

Email: dagmawinadew@gmail.com

Mailing Address: Untitled Labs Inc. 5473 Blair Road Dallas, TX 75231 United States of America

When contacting us, please include details of your inquiry or request, along with the email associated with your Memrbl account (if you have one). We will do our best to respond promptly – typically within a few business days.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. When we make changes, we will:

- **Post the Updated Policy:** The revised Privacy Policy will be posted within the Memrbl app and, if applicable, on our website. The “Effective Date” at the top will be updated to the date of the latest revision so you can tell if it has changed since your last read.
- **Provide Notice of Material Changes:** If we make significant changes to how we collect or use personal information, or any other change we believe is important for you to know, we will take additional steps to notify you. This may include an in-app notification, a highlighted message upon your next login, or an email (if we have your email on file). For example, if we were to start collecting a new type of personal data or using existing data for a new purpose, we would let you know in advance through a prominent notice.
- **Your Acceptance of Changes:** We encourage you to review this Privacy Policy periodically. If you continue to use Memrbl after a Privacy Policy update takes effect, it will signify your acceptance of the revised terms, to the extent permitted by law. If you do not agree with the changes, you should stop using the app and may delete your account.

This Privacy Policy constitutes the entire understanding between you and Memrbl regarding the handling of personal information in the app. It supersedes any prior versions of our privacy policy.

Thank you for taking the time to read our Privacy Policy. We value your trust and are committed to protecting your privacy while you use Memrbl. If you have any questions or concerns, please reach out to us as outlined in Section 12.