PRIVACY POLICY

Last updated February 25, 2026

This Privacy Notice for **Plume** ("we," "us," or "our"), describes how and why we might access, collect, store, use, and/or share ("process") your personal information when you use our services ("Services"), including when you:

- Download and use our mobile application (Plume), or any other application of ours that links to this Privacy Notice
- Use Plume, a study companion app designed to help students and curious learners build consistent study habits through a smart crow companion and built-in focus timer
- Engage with us in other related ways, including any marketing or events

Questions or concerns? Reading this Privacy Notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at plume@appleague.pro.

SUMMARY OF KEY POINTS

This summary provides key points from our Privacy Notice, but you can find out more details about any of these topics by using our table of contents below to find the section you are looking for.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use.

Do we process any sensitive personal information? We may process information related to your personal study and learning journey, including focus session data and knowledge tracking. This information is stored locally on your device and/or securely in our systems if you choose to create an account.

Do we collect any information from third parties? We may collect limited information from authentication providers (Apple, Google) when you choose to sign in using these services.

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law.

What are your rights? Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services, or otherwise when you contact us.

Personal Information Provided by You. The personal information that we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. The personal information we collect may include the following:

- Email addresses
- Display names
- Profile pictures (if provided through social login)

Study and Learning Tracking Data. When you use our Services, we collect information related to your personal study and learning journey, including:

- Focus session records (dates, duration, and completion status)
- Knowledge gauge progress and subject categories
- Streak information and study consistency data

- Learning goals and subject preferences
- App usage patterns and preferences
- Notification preferences and reminder settings

This data is primarily stored locally on your device. If you create an account, this data may be synced to our secure servers to enable backup and cross-device functionality.

Sensitive Information. We do not process sensitive personal information as defined by applicable privacy laws. However, we understand that your study and learning data is personal to you, and we treat it with the highest level of care and confidentiality.

Payment Data. We may collect data necessary to process your payment if you choose to make purchases. All payment data is handled and stored by Apple (App Store) or Google (Play Store). We do not have access to your full payment card details.

Social Media Login Data. We may provide you with the option to register with us using your existing social media account details, like your Apple ID or Google account. If you choose to register this way, we will collect the information described in the section called "How Do We Handle Your Social Logins?" below.

Application Data. If you use our application(s), we also may collect the following information if you choose to provide us with access or permission:

- **Push Notifications.** We may request to send you push notifications regarding your account, reminders for daily study sessions, streak updates, or motivational messages from Plume. You can opt out of receiving these notifications at any time in your device settings.

2. HOW DO WE PROCESS YOUR INFORMATION?

In Short: We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law.

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- **To facilitate account creation and authentication** and otherwise manage user accounts. We may process your information so you can create and log in to your account, as well as keep your account in working order.
- **To deliver and facilitate delivery of services to the user.** We may process your information to provide you with the requested service, including tracking your study progress, managing focus sessions, and providing personalized encouragement through the Plume crow companion.
- **To send you reminders and notifications.** We may process your information to send you daily study reminders, streak updates, and motivational messages based on your preferences.

- **To save or protect an individual's vital interest.** We may process your information when necessary to save or protect an individual's vital interest, such as to prevent harm.

3. WHAT LEGAL BASES DO WE RELY ON TO PROCESS YOUR PERSONAL INFORMATION?

In Short: We only process your personal information when we believe it is necessary and we have a valid legal reason to do so under applicable law.

If you are located in the EU or UK, this section applies to you.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we may rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission to use your personal information for a specific purpose. You can withdraw your consent at any time.
- **Performance of a Contract.** We may process your personal information when we believe it is necessary to fulfill our contractual obligations to you, including providing our Services.
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations.
- **Vital Interests.** We may process your information where we believe it is necessary to protect your vital interests or the vital interests of a third party.

If you are located in Canada, this section applies to you.

We may process your information if you have given us specific permission to use your personal information for a specific purpose, or in situations where your permission can be inferred. You can withdraw your consent at any time.

4. WHEN AND WITH WHOM DO WE SHARE YOUR PERSONAL INFORMATION?

In Short: We may share information in specific situations described in this section and/or with the following third parties.

We may need to share your personal information in the following situations:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Authentication Providers.** When you use Apple Sign-In or Google Sign-In, limited information is shared with these providers to facilitate authentication.

We do not sell your personal information. We do not share your study and learning data with third parties for marketing or advertising purposes.

5. HOW DO WE HANDLE YOUR SOCIAL LOGINS?

In Short: If you choose to register or log in to our Services using a social media account, we may have access to certain information about you.

Our Services offer you the ability to register and log in using your third-party social media account details (like your Apple ID or Google account). Where you choose to do this, we will receive certain profile information about you from your social media provider. The profile information we receive may vary depending on the provider, but will often include your name, email address, and profile picture.

We will use the information we receive only for the purposes that are described in this Privacy Notice or that are otherwise made clear to you on the relevant Services. Please note that we do not control, and are not responsible for, other uses of your personal information by your third-party social media provider. We recommend that you review their privacy notice to understand how they collect, use, and share your personal information.

6. HOW LONG DO WE KEEP YOUR INFORMATION?

In Short: We keep your information for as long as necessary to fulfill the purposes outlined in this Privacy Notice unless otherwise required by law.

We will only keep your personal information for as long as it is necessary for the purposes set out in this Privacy Notice, unless a longer retention period is required or permitted by law (such as tax, accounting, or other legal requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Local Data. Data stored locally on your device remains under your control. You can delete this data at any time by deleting the app or using the reset function within the app settings.

7. HOW DO WE KEEP YOUR INFORMATION SAFE?

In Short: We aim to protect your personal information through a system of organizational and technical security measures.

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. These measures include:

- Encryption of data in transit and at rest
- Secure authentication methods
- Regular security assessments

However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

8. DO WE COLLECT INFORMATION FROM MINORS?

In Short: We do not knowingly collect data from or market to children under 18 years of age.

We do not knowingly collect, solicit data from, or market to children under 18 years of age, nor do we knowingly sell such personal information. By using the Services, you represent that you are at least 18 years of age. If we learn that personal information from users less than 18 years of age has been collected, we will deactivate the account and take reasonable measures to promptly delete such data from our records.

If you become aware of any data we may have collected from children under age 18, please contact us at plume@appleague.pro.

9. WHAT ARE YOUR PRIVACY RIGHTS?

In Short: Depending on your state of residence in the US or in some regions, such as the European Economic Area (EEA), United Kingdom (UK), Switzerland, and Canada, you have rights that allow you greater access to and control over your personal information.

In some regions (like the EEA, UK, Switzerland, and Canada), you have certain rights under applicable data protection laws. These may include the right:

- To request access to and obtain a copy of your personal information
- To request rectification or erasure
- To restrict the processing of your personal information
- To data portability
- Not to be subject to automated decision-making

If you wish to exercise any of these rights, please contact us using the contact details provided below.

Account Information

If you would at any time like to review or change the information in your account or terminate your account, you can:

- Log in to your account settings and update your user account
- Contact us using the contact information provided

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our legal terms, and/or comply with applicable legal requirements.

If you have questions or comments about your privacy rights, you may email us at plume@appleague.pro.

10. CONTROLS FOR DO-NOT-TRACK FEATURES

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online.

11. DO UNITED STATES RESIDENTS HAVE SPECIFIC PRIVACY RIGHTS?

In Short: If you are a resident of California, Colorado, Connecticut, Delaware, Florida, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, you may have the right to request access to and receive details about the personal information we maintain about you and how we have processed it, correct inaccuracies, get a copy of, or delete your personal information.

California Residents

California Civil Code Section 1798.83 permits users who are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. We do not disclose personal information to third parties for their direct marketing purposes.

Other US State Residents

If you are a resident of one of the states listed above, you may have the right to:

- Request access to your personal information
- Request deletion of your personal information
- Opt out of the sale of your personal information (we do not sell personal information)
- Not be discriminated against for exercising your privacy rights

To exercise these rights, please contact us at plume@appleague.pro.

12. STUDY AND LEARNING DATA AND YOUR PRIVACY

In Short: We understand that your study and learning journey is deeply personal. We are committed to protecting this information with the utmost care.

Your Study and Learning Data

The Plume app collects information about your personal study and learning journey, including focus sessions, knowledge tracking, and study streaks. We want you to understand:

- **Local Storage First:** By default, your study and learning data is stored locally on your device. You maintain full control over this data.
- **Optional Cloud Sync:** If you create an account, you can choose to sync your data to our secure servers. This enables backup and cross-device functionality.
- **No Sharing:** We never share your individual study and learning data with third parties for marketing, research, or any other purpose.
- **Anonymized Analytics:** We may collect anonymized, aggregated usage statistics to improve our Services. This data cannot be used to identify you personally.

Data Export and Deletion

You have the right to:

- Export your study and learning data at any time through the app settings
- Delete all your study and learning data from our servers by deleting your account
- Reset your local data through the app settings

Not Academic Records

While we take your study and learning data seriously, please note that Plume is not an academic institution or educational records system. The data collected is not considered official academic records or transcripts. Plume is a personal productivity and study companion tool.

13. DO WE MAKE UPDATES TO THIS NOTICE?

In Short: Yes, we will update this notice as necessary to stay compliant with relevant laws.

We may update this Privacy Notice from time to time. The updated version will be indicated by an updated "Revised" date at the top of this Privacy Notice. If we make material changes to this Privacy Notice, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to

review this Privacy Notice frequently to be informed of how we are protecting your information.

14. HOW CAN YOU CONTACT US ABOUT THIS NOTICE?

If you have questions or comments about this notice, you may email us at plume@appleague.pro or contact us by post at:

Plume

4955 rue Fugère

Apt 17

Drummondville, Quebec J2E 1V2

Canada

Phone: 418-974-3218

Email: plume@appleague.pro

15. HOW CAN YOU REVIEW, UPDATE, OR DELETE THE DATA WE COLLECT FROM YOU?

Based on the applicable laws of your country or state of residence in the US, you may have the right to request access to the personal information we collect from you, details about how we have processed it, correct inaccuracies, or delete your personal information.

To request to review, update, or delete your personal information, please contact us at plume@appleague.pro.

We will respond to your request within 30 days.