

PRIVACY POLICY — Lull

Last updated: 16-06-2026

Lull ("Lull," "we," "us") is a baby sleep & care tracker with an AI coach, published by **Mohammad Abdul Malik**. This policy explains what we collect, how we use it, and your choices. **Lull is a general wellness app — it does not provide medical advice.**

The short version

- Your baby's logs (sleep, feeds, diapers, growth, milestones, photos, name, birthday) are **stored on your device**, not on our servers.
- We use privacy-respecting **analytics and crash reporting** to improve the app, tied only to an anonymous device identifier.
- When you use the **AI Coach**, a small, recent window of your logs is sent to our AI provider **to generate your answer** — nothing more.
- We show **ads to free users** and offer ad-free **Lull Pro** subscriptions.
- **We never sell your personal information.**

1. Information we collect

a) Baby & care data you enter — baby name, birth date, gender (optional), photos, and activity logs (sleep, feeding incl. solids/allergy notes, diapers, pumping, medicine, temperature, vaccines, activities, growth measurements, milestones, notes). **This is stored locally on your device.** It leaves your device only when: (i) you use the AI Coach (see §2), or (ii) you create a backup/export you choose to share.

b) Anonymous device identifier — a random ID stored on your device (and iOS Keychain) to enable analytics and prevent abuse of free AI allowances. It is **not** your name, email, or Apple/Google account.

c) Usage & diagnostics — via **Google Firebase Analytics & Crashlytics**: app events (e.g., feature used, AI question asked, paywall viewed), AI-usage counts, app version, device model/OS, and crash logs.

d) Advertising data — via **Google AdMob**: device identifiers and ad-interaction data used to serve and measure ads to **free** users. On iOS we ask for **App Tracking Transparency** permission first; if you decline, ads are non-personalized.

e) Purchases — Apple App Store / Google Play process your payment; we do **not** receive your card details. We receive your **subscription/entitlement status** to unlock Lull Pro.

f) **AI Coach content** — your questions and a small recent window of your logs (see §2).

2. The AI Coach

When you ask the Coach a question, we send your message plus a **limited, recent window of your logs** (e.g., recent sleep/feed entries) to our AI processing provider [**AI provider, e.g., Google / OpenAI**] to generate a response. We send the minimum needed and do not include data unrelated to your request. Responses are **AI-generated, informational only, and not medical advice**. We do not use your data to train third-party models except as permitted by the provider's enterprise terms; we do not sell it.

3. How we use information

To provide and operate the app and the AI Coach; to remember your settings; to improve features and fix crashes; to serve and measure ads (free tier); to process subscriptions; to prevent fraud/abuse; and to comply with law.

4. Legal bases (EEA/UK – GDPR)

Performance of a contract (providing the app you requested); your **consent** (tracking/personalized ads, notifications, AI processing of your data); and our **legitimate interests** (analytics, security, improving the app). You may withdraw consent at any time.

5. How information is shared

We share only with service providers acting on our behalf: **Google (Firebase, AdMob)**, our **AI provider**, and **Apple/Google** for payments. We require them to protect your data. **We do not sell personal information** and do not share it for cross-context behavioral advertising beyond what AdMob requires with your consent.

6. Children's privacy

Lull is intended for **parents and caregivers (adults)**. It is **not directed to children** and is not intended for use by children under 13 (or the minimum age in your country). The baby information in the app is entered **by the parent/guardian about their child**; we do not knowingly collect data directly from children. If you believe a child provided us personal data, contact us and we will delete it.

7. Data retention & deletion

Your logs remain on your device until you delete them or uninstall the app. You can **export** your data or **delete** entries anytime in the app. Analytics/crash data is retained per Google's standard periods. To delete diagnostic data tied to your device ID, contact us at support@codetoinvent.com

8. Your rights

Depending on where you live (e.g., **GDPR, California/CCPA-CPRA**), you may have rights to access, correct, delete, or port your data, to opt out of tracking/ads, and to not be discriminated against for exercising them. Because logs are stored locally, you control most data directly in the app. For diagnostic data, email support@codetoinvent.com. iOS users can change ad tracking in **Settings** → **Privacy** → **Tracking**.

9. Security

We use on-device storage, platform Keychain/Keystore, and reputable providers. No method is 100% secure; keep your device protected and back up your data.

10. International transfers

Our providers may process data in the United States and other countries. Where required, transfers rely on appropriate safeguards (e.g., Standard Contractual Clauses).

11. Health disclaimer

Lull is a **general wellness and informational tool**, not a medical device, and does not provide medical advice, diagnosis, or treatment. Always consult your pediatrician for health concerns. In an emergency, call your local emergency number.

12. Changes

We may update this policy; we will revise the "Last updated" date and, for material changes, notify you in-app.

13. Contact

Mohammad Abdul Malik, support@codetoinvent.com

TERMS OF SERVICE — Lull

Last updated: [DATE]

1. Acceptance

By downloading or using Lull, you agree to these Terms and our Privacy Policy. If you don't agree, don't use the app. You must be **18+** and the parent/guardian of any child whose information you log.

2. What Lull is

Lull helps you track your baby's sleep, feeds, diapers, growth, and milestones, and provides an **AI coach** that gives informational guidance based on your logs.

3. Not medical advice

Lull is a **general wellness app**. Content and AI responses are **for information and convenience only** and are **not** medical advice, diagnosis, or treatment, and do not create a doctor-patient relationship. **Always consult a qualified professional**; in an emergency call your local emergency number. AI output is **automatically generated and may be inaccurate or incomplete** — use your judgment and verify important decisions.

4. Eligibility & your content

Your logs and photos are **yours**. You grant us only the limited permission needed to operate the app (e.g., to process a recent log window via the AI Coach as described in the Privacy Policy). You're responsible for the accuracy of what you enter and for keeping your own backups.

5. Subscriptions, trials & purchases

Lull offers **Lull Pro** as auto-renewing subscriptions and a one-time **Lifetime** purchase, plus optional free features supported by ads.

- A subscription may include a **7-day free trial**; if you don't cancel before it ends, it converts to a paid subscription.
- **Payment is charged to your Apple ID** at confirmation. Subscriptions **auto-renew** unless turned off at least **24 hours** before the end of the period. Manage or cancel anytime in your **App Store account settings**.

- Prices may vary by region and may change with notice. **Refunds** are handled by Apple per its policies.
- Owning any paid product unlocks Pro features; **Lifetime** does not expire.

6. Ads

Free users see advertising provided by Google AdMob. Rewarded ads may grant extra AI questions. Lull Pro is ad-free.

7. Acceptable use

Don't misuse the app, attempt to reverse-engineer it, resell it, or use it unlawfully or to abuse the free AI allowance.

8. Intellectual property

The Lull app, brand, and content (excluding your data) are owned by **Mohammad Abdul Malik** and protected by law. You receive a limited, revocable, non-transferable license to use the app.

9. Disclaimers

The app is provided "**as is**" and "**as available**," without warranties of any kind, including accuracy of AI output, fitness for a particular purpose, or uninterrupted operation, to the maximum extent permitted by law.

10. Limitation of liability

To the maximum extent permitted by law, **[Your legal name]** is not liable for indirect, incidental, special, or consequential damages, or for any decisions made in reliance on the app or AI output. Our total liability is limited to the amount you paid us in the 12 months before the claim.

11. Indemnification

You agree to indemnify us against claims arising from your misuse of the app or violation of these Terms.

12. Termination

You may stop using the app anytime. We may suspend or terminate access for violations of these Terms.

13. Governing law

These Terms are governed by the laws of **[your country/state]**, without regard to conflict-of-laws rules.

14. Changes

We may update these Terms; continued use after changes means you accept them.

15. Apple/Google

These Terms are between you and **Mohammad Abdul Malik**, not Apple or Google. Apple and Google are not responsible for the app or any support, and are third-party beneficiaries entitled to enforce these Terms.

16. Contact

support@codetoinvent.com