

Privacy Policy

Last updated: 1/18/26

This Privacy Policy explains how **PostPulse** (“the App,” “we,” “us,” or “our”) collects, uses, and protects information when you use our application. The App is an AI-powered social content companion designed to help creators generate captions, analyze content, compare options, and optimize social media posts.

By using the App, you agree to the practices described in this Privacy Policy.

1. What the App Does

The App helps users:

- Generate captions, hashtags, and music suggestions for social media posts
- Analyze captions and images to improve engagement and performance
- Compare different caption or content options side by side
- Review and reuse past results through a history feature

To provide these features, the App processes user-provided text and images and may send them to third-party AI services for analysis and generation.

2. Information You Provide

Text Inputs

When using the App, you may voluntarily provide text such as:

- Captions
- Prompts or content descriptions

- Goals or optimization preferences
- Comparison inputs
- Feedback messages sent through support features

This text is used solely to generate, analyze, or compare content as requested.

Images

You may upload photos or images for analysis, comparison, or creative guidance. Images are processed only when you choose to upload them.

You should avoid submitting sensitive or personal information in text prompts or images.

Generated Content

The App generates outputs such as:

- Caption rewrites
- Hashtag suggestions
- Song or audio recommendations
- Scores, feedback, and analysis results

These outputs are associated with your usage of the App and may be saved for your convenience.

3. Information Collected Automatically

Device and App Information

The App may collect basic technical information, such as:

- Device type and operating system version
- App version

- Language and region settings
- Diagnostic or crash information provided by the platform

This data is used to maintain functionality, improve reliability, and troubleshoot issues.

Usage Data

We may collect limited usage data, such as:

- Which features are used (e.g., caption generation, analysis, comparison)
- Whether an action succeeds or fails
- Feature usage counts for enforcing free and premium limits

This data is used to improve performance, prevent abuse, and enforce subscription rules.

4. AI Processing and Third-Party Services

When you request content generation, analysis, or comparison:

- Relevant text inputs and/or images are securely sent to third-party AI service providers
- The AI service processes the data to generate results
- The results are returned to the App and displayed to you

We use AI services only to provide requested features. We do not use your content for advertising purposes.

Data sent to AI providers is limited to what is necessary to perform the requested task.

5. Storage and Retention of Data

History and Results

The App stores a history of generated captions, analyses, and comparisons so you can revisit past work.

Depending on your configuration, this data may be:

- Stored locally on your device
- Stored securely in a remote database to support the History feature

Stored data may include:

- Text prompts
- Generated captions and analysis results
- Metadata such as timestamps
- Image references or thumbnails

Retention

We retain data only as long as needed to provide the History feature or until you delete it. You may delete stored history within the App or by uninstalling the App.

6. Purchases and Subscriptions

The App offers free and premium subscription plans.

- Purchases are processed through the Apple App Store
- Subscription management and entitlement verification are handled by RevenueCat
- We do not collect or store payment card information

Data related to purchases may include:

- Subscription status
- Transaction identifiers

- Entitlement information required to unlock features
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7. How We Use Information

We use information to:

- Provide and operate App features
- Generate captions, analysis, and recommendations
- Maintain performance and reliability
- Enforce usage limits and subscription access
- Improve features and prevent misuse
- Respond to support requests and feedback

We do not sell personal information.

8. Data Sharing

We share information only with trusted service providers necessary to operate the App, including:

- AI service providers for generation and analysis
- RevenueCat for subscription management
- Hosting or database providers if remote storage is used

All providers are required to use data only for the purposes described in this policy.

9. Legal Basis for Processing

We process data based on:

- Performance of the service you request
- Legitimate interests in maintaining and improving the App
- Compliance with legal obligations where applicable

You may withdraw consent by discontinuing use of the App.

10. Children's Privacy

The App is not intended for children under the age of 13 (or 16 where required by law). We do not knowingly collect data from children.

11. Data Security

We use reasonable administrative and technical safeguards to protect your information. However, no method of transmission or storage is completely secure.

We recommend that you do not include sensitive or personal information in captions, prompts, or images.

12. Your Rights and Choices

Depending on your location, you may have the right to:

- Request access to stored data
- Request deletion of stored data
- Object to certain data processing

If the App does not use accounts, deletion may require uninstalling the App or contacting support.

13. International Data Transfers

Your information may be processed in countries other than your own. We use appropriate safeguards where required by law.

14. Third-Party Links

The App may contain links to third-party websites. We are not responsible for their privacy practices.

15. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be reflected by the “Last updated” date.

16. Contact Us

If you have questions about this Privacy Policy, contact us at:

Email: tonyc@venbit.com

Company: PostPulse