

# Privacy Policy

At ItsUrlife, we believe that everyone using our services should be able to trust the security of their data. This page was created to give you a clear overview of the data we collect, how it is used, and for what purpose.

For any questions, feel free to contact us at [info@ltsurlife.net](mailto:info@ltsurlife.net).

## 1. Is ItsUrlife secure?

ItsUrlife was created to provide everyone with a safe and easy way to share stories with texts, photos, and videos. We are committed to providing the best possible protection to ensure the security and confidentiality of our users' data.

1. Your stories are completely private. All the content you publish in the app belongs to you, and it can only be seen by you and the people you choose to share and collaborate with.
2. Your data will **NEVER** be shared or sold to third parties or disclosed for advertising purposes. This does not mean that there will never be advertising on our site. If there is, it will be generic and never targeted based on your data analysis.
3. All photos/videos you delete from the app are also deleted from our servers after 30 days (subject to section 6).
4. The latest technologies are used to encrypt the data sent between your device and our servers.
5. Our servers are protected by a strong firewall, secure passwords, SSH key authentication, etc.
6. Security is also ensured in real-time by the automatic monitoring systems of the company hosting our servers.

## 2. What data do I need to provide to use ItsUrlife?

To use ItsUrlife, you must provide your first name, last name, and email address. No other personal data is required to use the app.

Although it is not mandatory, you may choose to provide additional information to personalize your experience. This may include payment information when you order a product (including credit card information and delivery information), as well as your phone number and other relevant information in the case of the legacy option.

### 2.1 Legacy Option

When you create a story, we want to know to whom to transfer the rights of this story in case of death. You have three choices: 1. Transfer to my heirs according to my will. 2. Transfer to a designated person. In this case, you must provide us with the name, first name, phone number, and email address of this person. 3. Delete this story. In this case, this story will be deleted.

## 3. What other data does ItsUrlife collect?

In some cases, we may also collect information from other platforms. This may include advertising performance data from marketing platforms and usage information of ItsUrlife from analytics platforms.

If you choose to order products or services through our app, we will receive purchase information regarding that order from payment platforms. We may also receive your delivery information if another user orders a gift for you through the app.

#### **4. For what purpose does ItsUrlife collect my data?**

We only collect the minimum data necessary to provide the following:

- Our services
- User support
- Protection against cyber-attacks
- Analysis of our services to improve them and prepare updates and new versions
- Marketing activities

#### **5. Who can view my data?**

Your personal data may be viewed by specific individuals in the situations described below. In all cases, we only allow access to the minimum data necessary, and we implement strict measures to ensure the security of your data and guarantee the protection of your privacy. We do not sell your personal data to third parties, even in the form of anonymized statistical data.

1. Authorized employees or affiliates to provide customer service, operate our services, investigate security issues, or improve the app.
2. Manufacturers and service providers to fulfill product/service orders placed through the app. Our contracts clearly stipulate that your information can only be used to fulfill your order and must be deleted once the required task is completed.
3. Secure and reliable payment service providers to process payment for products/services ordered through the app. We do not store payment information.
4. Secure infrastructure providers to store all our data and other service providers to analyze how our app is used, etc.
5. Law enforcement institutions to comply with legal requests.
6. Other users invited by you to view or collaborate on your stories will have access to certain information you have provided.

#### **6. How long does ItsUrlife keep my data?**

When you delete photos or videos from the app, they are automatically deleted from our servers within 30 days.

In general, we retain your personal data until we receive a request to delete your account from you. Once this request is received, your personal data will be deleted from our servers within 30 days. There are two exceptions: 1. If we are required by law to retain them longer. 2. If you have placed content in a story with collaborators. In this case, only the administrators of these stories can delete the stories and their content.

#### **7. Does ItsUrlife use cookies?**

Short answer: No.

Long answer: Currently, ItsUrlife does not install cookies on your computer, which is why there is no cookie bar when you arrive on the site. However, in addition to the information you provide to us, we may eventually collect data from your device. We would then activate the cookie bar to allow you to accept or decline cookies. The information collected could include, among other things, your operating system, device ID, IP address, or ItsUrlife usage log.

Cookies could also serve to: Several types of cookies and technologies are used to provide a more efficient and personalized service. Use cookies to keep you logged in when using the web browser version of ItsUrlife from a computer. We may also use cookies to connect people to the right stories after they receive an invitation. Our third-party service providers use similar technology, tracking IDs, to link relevant activities to a single user.

### **8. What are my rights regarding my data?**

You have the right to access and modify your personal data, as well as to terminate their use at any time except in the case of section 6. We will comply with your request in full respect of the laws and regulations of Quebec Law 25: Law 25 is a Quebec law, implemented in September 2022. It aims to protect your personal information and ensure that your information is processed securely and respectfully of your privacy.

### **9. Does ItsUrlife collect information from children?**

Our app is not intended for use by individuals under the age of 13 who register without parental consent. If we learn that we have collected personal information from a child under 13 without parental consent, we will immediately delete that information. If you believe we may have obtained information from a child without parental consent, please contact us.

### **10. Do you have questions? Contact us!**

For any questions, feel free to contact us at [info@ltsurlife.net](mailto:info@ltsurlife.net).