```html
<!DOCTYPE html> <html lang="en"> <head> <meta charset="UTF-8"> <meta name="viewport" content="width=device-width, initial-scale=1.0"> <title>VERTIKAL AI Privacy Policy</title> <style> body { font-family: Arial, sans-serif; line-height: 1.6; padding: 2rem; max-width: 800px; margin: auto; } h1, h2 { color: #333; } hr { margin: 2rem 0; } </style> </head> <body> <h1>VERTIKAL AI Privacy Policy</h1> <p><strong>Effective Date: </strong> December 13, 2025</p> <p><strong>Company:</strong> VERTIKAL AI Inc.</p> <hr> <h2>1. Information We Collect</h2> <ul> <li><strong>Account Data:</strong> Name, email address, profile information.</li> <li><strong>Usage Data:</strong> Interactions with the app, device type, operating system, crash logs.</li> <li><strong>Content Data:</strong> Videos, comments, and other creator-submitted materials.</li> <li><strong>Analytics Data:</strong> Engagement metrics, error reports, and performance statistics.</li> </ul> <h2>2. How We Use Information</h2> <ul> <li>To provide and improve the VERTIKAL platform.</li> <li>To personalize user experience and recommend content.</li> <li>To ensure security, prevent fraud, and enforce community guidelines.</li> <li>To comply with legal obligations.</li> </ul> <h2>3. Sharing of Information</h2> <ul> <li><strong>Service Providers:</strong> Hosting, analytics, payment processors.</li> <li><strong>Legal Compliance:</strong> If required by law or to protect rights and safety.</li> <li><strong>No Sale of Data:</strong> VERTIKAL does not sell personal information to third parties.</li> </ul> <h2>4. User Rights</h2> <ul> <li><strong>Access & Correction:</strong> You may request access to or correction of your data.</li> <li><strong>Deletion:</strong> You may request deletion of your account and associated data.</li> <li><strong>Opt-Out:</strong> You may opt out of marketing communications at any time.</li> </ul> <h2>5. Data Security</h2> <ul> <li>Encryption in transit and at rest.</li> <li>Role-based access controls.</li> <li>Continuous monitoring and error reporting via Sentry.</li> </ul> <h2>6. Children's Privacy</h2> <ul> <li>VERTIKAL is not directed to children under 13.</li> <li>Users under 18 must have parental consent.</li> </ul> <h2>7. Changes to This Policy</h2> <p>We may update this Privacy Policy from time to time. Updates will be posted at <a href="https://vertikalapp.com/privacy">https://vertikalapp.com/privacy</a> with a revised effective date.</p> <h2>8. Contact Us</h2> <p><strong>Email:</strong> support@vertikal.app</p> <p><strong>Mailing Address:</strong> VERTIKAL AI Inc., Chicago, IL, USA</p> </body> </html>
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