



Privacy Policy

Last Updated: June 28, 2025

Introduction

This Privacy Policy explains how WildCircuit Lda, the provider of the Lira mobile application ("Lira", "we," "our," or "us") collects, uses, discloses, and safeguards your information when you use our mobile application (the "App"), a digital space built for neurodivergent women to help track energy, avoid overwhelm, and feel more in sync with oneself.

This Privacy Policy applies to all information collected through our mobile application, website ("Site"), and any related services, sales, marketing, or events (collectively, the "Services").

Please read this Privacy Policy carefully. By using the App, you agree to the collection and use of information in accordance with this policy. If you do not agree with our policies and practices, please do not download, register with, or use this App.

Information We Collect

Personal Information

We may collect personal information that you voluntarily provide when using our App, including:

- Account information (email address, first name, last name, password)
- User profile information
- Notification preferences (morning check-ins, evening check-ins, weekly insights)
- Information about your onboarding status

Energy and Activity Data

To provide our core services, we collect data about your energy levels and activities, including:

- Daily energy level logs (morning and evening check-ins on a scale of 1-5)
- Activities you record and their impact on your energy levels
- Activity categories, duration, and context tags
- Optional notes you provide about your energy levels or activities

Usage Data

We automatically collect certain information when you access or use the App, including:

- Device information (device type, operating system version, unique device identifiers)
- Log data (IP address, access times, app features used)
- App usage patterns and interactions
- Push notification tokens for delivering notifications

How We Use Your Information

We use the information we collect for the following purposes:

- **To provide and maintain our Service:** Including to monitor the usage of our App and manage your account
- **Core functionality:** To track your energy levels, analyze patterns, and provide personalized insights about your energy management
- **To manage your account:** To manage your registration as a user of the App
- **For the performance of a contract:** The development, compliance, and undertaking of the purchase contract for the products, items, or services you have purchased or of any other contract with us through the App
- **To contact you:** To contact you by email regarding updates or informative communications related to the functionalities, products, or contracted services (we only use email for communication and do not contact users by telephone calls or SMS)
- **To provide you with news and general information:** About other goods, services, and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

- **To manage your requests:** To attend and manage your requests to us
- **For business transfers:** We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets
- **For other purposes:** We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our App, products, services, marketing, and your experience
- **Send notifications:** To deliver morning and evening check-in reminders based on your notification preferences
- **Research and development:** To generate anonymized, aggregated data for research on neurodivergent energy management patterns (only with your explicit consent)

Data Storage and Security

Your data is stored securely in our Supabase database. The security of your personal information is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

We implement appropriate technical and organizational measures to protect your personal information, including:

- Encryption of sensitive data at rest and in transit
- Secure authentication mechanisms
- Regular security assessments and updates
- Access controls and permission restrictions for our team members
- Secure backup procedures

We retain your personal data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

Sharing Your Information

We do not sell your personal information to third parties. We may share your

information in the following circumstances:

- **Service Providers:** We may share your information with third-party vendors, service providers, contractors, or agents who perform services for us or on our behalf and require access to such information to do that work. Examples include:
 - Supabase for database hosting and management
 - Expo Push Notification Service for delivering notifications
 - Firebase for analytics and app performance monitoring
- **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.
- **Legal Obligations:** We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process.
- **Vital Interests and Legal Rights:** We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person, or as evidence in litigation.
- **With Your Consent:** We may share your personal information with your consent.

Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information:

- **Access:** You have the right to request copies of your personal information.
- **Rectification:** You have the right to request that we correct any information you believe is inaccurate or complete information you believe is incomplete.
- **Erasure:** You have the right to request that we erase your personal information, under certain conditions.
- **Restrict processing:** You have the right to request that we restrict the processing of your personal information, under certain conditions.
- **Object to processing:** You have the right to object to our processing of your personal information, under certain conditions.
- **Data portability:** You have the right to request that we transfer the data we have collected to another organization, or directly to you, under certain

conditions.

Your Choices

You can control your information in the following ways:

- **Account Information:** You can update or correct your account information through the App settings at any time.
- **Notification Preferences:** You can adjust your notification preferences within the App settings to control when and if you receive morning check-ins, evening check-ins, and weekly insights.
- **Data Deletion:** You can request deletion of your account and associated data by contacting us at hello@feelwithlira.com. We will respond to your request within 30 days.
- **Push Notifications:** You can opt out of receiving push notifications by changing your settings at the device level.
- **Marketing Communications:** You can opt out of receiving marketing emails from us by following the unsubscribe instructions included in our marketing communications.
- **Cookies and Similar Technologies:** Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies.

Children's Privacy

Our App is not intended for children under 18 years of age. We do not knowingly collect personal information from children under 18. If you are a parent or guardian and believe your child has provided us with personal information, please contact us at hello@feelwithlira.com, and we will take steps to delete such information from our systems.

Third-Party Services

Our App may contain links to other websites or services that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. We have no control over and assume no responsibility for the content, privacy

policies, or practices of any third-party sites or services. The following third-party services are used in our App:

- **Supabase:** For database hosting and user authentication.
- **Expo:** For push notification services.
- **Firebase:** For analytics and performance monitoring.

Data Processing in the European Economic Area

If you are located in the European Economic Area (EEA), you have certain rights under the General Data Protection Regulation (GDPR). We process personal data as a Controller as defined in the GDPR when we determine the purposes and means of processing personal data. We process personal data as a Processor as defined in GDPR when we process personal data on behalf of a Controller.

Legal Basis for Processing Personal Data under GDPR:

- **Consent:** You have given your consent for processing personal data for one or more specific purposes.
- **Performance of a contract:** Processing is necessary for the performance of a contract with you.
- **Legal obligations:** Processing is necessary for compliance with a legal obligation.
- **Legitimate interests:** Processing is necessary for the purposes of the legitimate interests pursued by us.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date. We may also notify you through the App or via email if there are material changes to how we treat your personal data.

You are advised to review this Privacy Policy periodically for any changes.

Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

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

- By email: hello@feelwithlira.com

By using the Lira App, you acknowledge that you have read this Privacy Policy and agree to its terms.

A gentle digital space built for neurodivergent women.

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