

Privacy Policy

Effective Date: November 15, 2023

Welcome to the Boodi platform. Your privacy and the security of your data are of paramount importance to us. This Privacy Policy outlines how we collect, use, and protect your information.

1. Information Collection:

- **Data Provided by Users:** We collect information that you provide directly when using the Boodi platform. This includes responses to prompts, questions asked to Boodi, and any feedback or communication with our team.
- **Usage Data:** We automatically collect information on how the service is accessed and used. This includes data like your device's Internet Protocol (IP) address, browser type, browser version, and the pages of our platform that you visit.

2. Use of Information:

- **To Provide and Maintain Our Service:** Your information helps us to improve and personalize your experience on the platform.
- **Communication:** We may use your information to respond to your inquiries, provide customer support, and send updates about the platform.
- **Analytics and Improvement:** To monitor the usage of our platform and gather data to enhance and develop our services. For improving our AI and understanding stress patterns.
- **Content Creation:** Anonymized responses may be used for articles, books, etc.

3. Data Sharing and Disclosure:

- We do not sell your personal data to third parties.
- We may share your data with trusted third parties who assist us in operating our platform, conducting our business, or serving our users, so long as those parties agree to keep this information confidential.
- We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.
- **Content Usage for Publication:** We may use the responses generated from your messages to create articles, books, and other forms of publications. These will be used to promote mindfulness and provide guidance to a wider audience. When using your responses, we will ensure that all personally identifiable information is removed to maintain your anonymity and confidentiality.

4. Analytics and Research: We utilize data analytics to enhance the Boodi platform's functionality and user experience. This process involves analyzing usage patterns, response effectiveness, and user engagement to continually refine our AI algorithms. Additionally, we conduct research on wellness and stress management trends, contributing to the broader understanding of these areas. Be assured, all personal identifiers are removed from this data to ensure your anonymity and privacy. The insights gained are solely used to improve our services and contribute to the field of wellness research.

5. Third-Party Service Providers: To optimize the Boodi platform, we work with trusted third-party service providers. These partners may include cloud hosting services, analytics companies, and customer support platforms. They assist us in various aspects like data processing, storage, and technical maintenance. We ensure these providers adhere to strict data protection and confidentiality protocols. Their access to your data is limited to the necessary scope required to perform these services and is governed by our privacy commitments and legal agreements.

6. User Consent for Data Usage: By using the Boodi platform, you provide us with consent to use your anonymized data. This includes the analysis for platform improvement, creation of wellness content, and research purposes. We respect your privacy; thus, any data used will be stripped of personal identifiers. This practice allows us to tailor our platform to better meet user needs and develop content that addresses common stressors and wellness queries. You have the right to withdraw this consent at any time by contacting us or adjusting your user settings.

7. Data Retention and Deletion: We retain your personal data only for as long as necessary to provide you with our services and for legitimate and essential business purposes, such as maintaining the performance of the Boodi platform, making data-driven business decisions, complying with our legal obligations, and resolving disputes. If you no longer want us to use your information, you can request that we erase your personal data. Please note that if you request the deletion of your information, we might retain some of your data as necessary for our legitimate business interests, such as fraud detection and enhancing safety. For all requests regarding personal data deletion, please contact us through the provided channels.

8. Children's Privacy: The Boodi platform is not intended for children under the age of 13. We do not knowingly collect personal identifiable information from children under this age. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us immediately for steps to remove this data. We are committed to protecting children's privacy and safety online and comply with all applicable laws and regulations regarding the protection of children's data.

9. International Data Transfer: In providing our services, we may transfer, store, and process your information in countries other than your own. Our servers and third-party service providers may be located in countries with different data protection laws than those in your country of residence. By using the Boodi platform, you consent to the transfer of your data to these countries. We take appropriate safeguards to ensure that your personal data remains protected

according to this privacy policy and applicable laws. These measures include data transfer agreements implementing standard data protection clauses.

10. User Rights and Control: As a user of the Boodi platform, you have certain rights concerning the personal data we hold about you. These rights include:

- **Access:** You have the right to know what personal data we hold about you and to request a copy of your data.
- **Correction:** If you believe that any information we have on you is incorrect or incomplete, you can request that we correct or supplement it.
- **Data Portability:** You have the right to receive a copy of your personal data in a structured, commonly used, and machine-readable format and/or request us to transmit this data to another service provider (where technically feasible).
- **Deletion:** You can request that we delete your personal data, subject to certain exceptions.
- **Withdraw Consent:** Where we rely on your consent to process your personal data, you have the right to withdraw that consent at any time.

To exercise any of these rights, please contact us using the contact information provided. We will respond to your request in accordance with applicable law.

11. Changes to the Policy: This Privacy Policy may be updated or modified in the future. We will notify you of any changes by posting the new Privacy Policy on this page. This privacy policy may be updated periodically to reflect changes in our personal data practices or relevant laws. We will post a prominent notice on the Boodi platform to notify you of any significant changes and indicate at the top of the policy when it was most recently updated. We encourage you to review this policy regularly to stay informed about how we are protecting your information.

6. Contact Us:

This policy is subject to changes and updates as our platform evolves and as per legal requirements. Your continued use of Boodi constitutes acceptance of these practices.

If you have any questions about this Privacy Policy, please [contact us](#).