

# Privacy Policy

*Last updated: April 23, 2025*

## Introduction:

This Privacy Policy explains how **Detector Studio Limited** (“**Detector Studio**”, “**Company**”, “**we**”, or “**us**”) collects, uses, and protects your personal information when you use the **ReelTale** mobile application (the “**App**”). Detector Studio Limited is a company registered in England and Wales (Company No. 13075581), with its registered office at Ibex House, 61 Baker Street, Weybridge, Surrey, KT13 8AH, United Kingdom. By using ReelTale, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree, please do not use the App.

## Information We Collect:

We are committed to minimizing the personal data we collect. **ReelTale only collects one personal identifier: your Apple ID email address** (the email associated with your Apple account) when you sign in using “Sign in with Apple.” We do not collect any other personal information such as your name, physical address, or payment details. In particular:

- **Apple ID Email:** When you choose to log into ReelTale via Sign in with Apple, Apple may share with us your Apple ID email address (or a proxy email address if you use Apple’s privacy relay). This email is used as a unique identifier for your account in our App and to enable login and account recovery.
- **Authentication Identifier:** As part of the Sign in with Apple process, we may also receive a unique user identifier from Apple to maintain your account session. This identifier is used solely to identify your account within ReelTale and is not used to track you outside the App.
- **Automatically Collected Data:** We do not use any third-party analytics or tracking SDKs. However, like all online services, basic technical information may be automatically transmitted to us by your device for the App to function. This includes device type, operating system version, and **Internet Protocol (IP) address**. We do **not** use this technical data to personally identify you; it is used only for delivering content, preventing fraud, or diagnosing technical issues. We do not collect precise location data, contact lists, or any information from your device’s sensors.
- **No Financial Information:** ReelTale does not collect or process your credit card number, banking details, or any payment information. All purchases (subscriptions or episode purchases) are made exclusively through Apple’s in-app purchase system, so that information is handled by Apple and not accessible to us.

## How We Use Your Information:

We only use the limited information we collect to provide and improve the App’s services to you. Specifically:

- **Account Creation and Login:** Your Apple ID email (or relay email) is used to create your ReelTale user account and to authenticate you each time you log in. It allows you to securely access your purchased content (episodes) or subscription.
- **Providing the Service:** We use your account identifier (email or Apple-provided unique ID) to associate your in-app purchases and subscription status with your account. This enables features like viewing your purchased AI documentary series episodes, syncing your subscription entitlements, and restoring purchases if you reinstall the App or switch devices.
- **Communication:** Generally, we do not send promotional emails or newsletters. We may use your email address to send important **administrative or transactional communications** related to the App. For example, we might send you a message about changes to our terms or this policy, notification of major app updates, or alerts regarding any account or security issues. We will not use your email for marketing purposes unless you explicitly opt-in to such communications.
- **Improving and Securing the App:** Technical data (like device information or IP address) may be used internally to monitor App performance, debug issues, and protect against fraud or misuse. For instance, IP addresses might be temporarily logged to detect and prevent multiple fraudulent login attempts or to guard against denial-of-service attacks. We do **not** use this data for any kind of user profiling or advertising – it is solely for the stability and security of our service.
- **Legal Compliance and Enforcement:** In rare cases, we may use your information as necessary to comply with legal obligations (e.g., responding to lawful requests by public authorities) or to enforce our rights (for example, to investigate and address violations of our Terms of Use or End-User License Agreement).

### **In-App Purchases and Payments:**

All payments for ReelTale's content (whether a monthly subscription or individual episode purchases) are processed through Apple's App Store in-app purchase system. **We do not collect or store any of your payment information** such as credit card numbers or billing addresses. Apple handles the entire payment transaction on our behalf. Apple may provide us with information necessary to fulfill purchases, such as confirmation that a purchase was made, the type of subscription or product purchased, and an anonymous order identifier. We use this information only to unlock the purchased content or features for your account. We do not receive any personal financial information from these transactions. For details on how Apple handles your payment data, please refer to Apple's own privacy policy and App Store terms.

### **Sharing and Disclosure of Information:**

Your privacy is important to us. We treat your personal data with care and in accordance with applicable law. We **do not sell, rent, or trade** your personal information to any third parties for marketing or advertising purposes. We also do not share your data with third-party analytics providers or ad networks, since we do not use any in the App. The limited circumstances in which we may share information are:

- **Service Providers:** We may use trusted third-party service providers to help operate our App and provide our services (for example, secure cloud hosting providers or database services) to store or manage the data on our behalf. These providers may process your Apple ID email or technical data solely for our purposes and under our instructions. We require any service providers to implement strict security measures and not use your data for any other purpose.
- **Sign in with Apple:** When you use Sign in with Apple, your authentication is handled by Apple. Apple will confirm your credentials and then share the allowed information (email or proxy email, and a user identifier) with us. In this process, Apple does not share your information with any party other than Detector Studio (and Apple itself does not keep or use your ReelTale login data except to authenticate you). We do not further share the information provided by Apple except as needed to manage your account as described in this Policy.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid legal process (e.g., a court order, subpoena, or government demand). We will only disclose the specific data required and only when we believe in good faith that such disclosure is legally necessary. Additionally, we may disclose information if necessary to investigate or enforce legal rights or defend against legal claims, to protect the security or integrity of our App, or to protect the rights, property, or safety of Detector Studio, our users, or others.
- **Business Transfers:** If Detector Studio Limited is involved in a merger, acquisition, asset sale, or other corporate transaction, user information (including the Apple ID emails we hold) may be transferred to the successor or new owner as part of that deal. We will ensure that any such successor is bound by confidentiality obligations and will continue to honor the commitments in this Privacy Policy regarding your personal data. You will be notified via the App or via email (to the extent we have your email) of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

Aside from the above, **no other parties receive your personal data**. In particular, we do not share your information with social networks, advertising platforms, or data brokers. Your usage of ReelTale is private to you and the Company.

#### **Data Storage and Security:**

We take appropriate security measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. The Apple ID email and any associated account data we collect are stored securely on servers that employ **industry-standard security practices**, such as encryption in transit (SSL/TLS) and encryption at rest. We restrict access to personal data to authorized personnel who have a business need to access such information (for example, customer support or engineering personnel working on account issues), and those individuals are subject to strict confidentiality obligations.

However, please note that **no method of electronic storage or transmission over the Internet is 100% secure**. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee absolute security. It is important that you

also play a role in keeping your data safe. Never share your App login credentials or the details of your Apple ID with anyone. If you suspect any unauthorized access to your account, please contact us immediately.

### **Data Retention:**

We will retain your personal information for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Specifically, we keep your Apple ID email (and associated account data such as your purchase history within ReelTale) **for as long as you maintain an account with us** so that we can provide you with access to the content you have purchased or subscribed to. If you choose to delete your ReelTale account or stop using the App, we will either delete or anonymize your personal information within a reasonable time frame, except to the extent we are required to retain it for legal, taxation, or accounting purposes.

For example, we may retain a hashed (irreversible) version of your email or certain transaction records to comply with financial reporting obligations or to resolve disputes and enforce our agreements. When we no longer have a legitimate need to retain your data, we will securely dispose of it.

### **Your Rights and Choices:**

As a user of ReelTale, and particularly if you are located in the UK or European Economic Area, you have certain rights regarding your personal data under data protection laws. We are committed to honoring these rights. These may include:

- **Access and Portability:** You have the right to request a copy of the personal data we hold about you (in this case, primarily your email address and any purchase history linked to your account) and to obtain it in a commonly used, machine-readable format.
- **Correction:** If any personal information we have about you is inaccurate or incomplete, you have the right to request that we correct or update it. In practice, the only personal info we store is your email, which you can update by changing your Apple ID or (if applicable) via Apple's account settings.
- **Deletion:** You have the right to request deletion of your personal data. If you wish to delete your ReelTale account and remove your email from our systems, you may contact us at our support email (provided below). Note that if you delete your account, you will lose access to any content you have purchased, unless and until you re-create an account and repurchase such content. Also, we may retain certain information if necessary for legal obligations or internal business purposes, as noted in the **Data Retention** section above.
- **Objection to Processing:** You have the right to object to our processing of your personal data in certain circumstances, particularly if we were to process it for direct marketing (which we currently do not) or based on our legitimate interests. Since we only process your data to provide the service you requested, this is unlikely to apply, but if you have any concerns, please contact us.

- **Restriction of Processing:** You can ask us to restrict processing of your data in certain cases, for example while a complaint about data accuracy or usage is being resolved.
- **Withdrawal of Consent:** While we generally process your data on the basis of fulfilling a service (and not consent), if at any point we rely on your consent for any aspect of data processing, you have the right to withdraw that consent at any time. Withdrawing consent will not affect the lawfulness of any processing we conducted prior to your withdrawal.

To exercise any of these rights, please contact us using the contact details provided in the “Contact Us” section below. We will respond to your request within the time frame required by applicable law (generally within one month for UK/EU requests, and faster if possible). We may need to verify your identity (for example, by asking you to log in or provide information about your account) before fulfilling certain requests, to ensure we do not disclose data to the wrong person or wrongfully alter/delete data.

If you are in the UK or EU and have concerns about our handling of your personal data, you have the right to lodge a complaint with your local data protection authority. In the UK, this is the Information Commissioner’s Office (ICO). We encourage you to contact us first, so we can address your concerns directly.

#### **International Transfers:**

Detector Studio is based in the United Kingdom. The data we collect from you (your email, etc.) will be stored on servers either in the UK or in another jurisdiction with adequate data protection (for example, servers located in the European Union). If you access the App from outside the UK, be aware that your information may be transferred to and stored in a country different from your own, including the UK. We will take steps to ensure that your data is subject to appropriate safeguards required by relevant law when it is transferred internationally. For example, if we transfer personal data from UK/EEA users to a service provider in a country that is not deemed “adequate” by the UK GDPR, we will rely on approved mechanisms such as Standard Contractual Clauses to ensure your data remains protected. By using the App, you acknowledge that your information may be processed in countries outside of your country of residence, including the UK, and consent to such processing where required.

Regardless of where your data is processed, we will apply the same level of privacy protection described in this policy. Our practices are designed to ensure compliance with key privacy laws globally, including the UK Data Protection Act 2018 and UK GDPR.

#### **Children’s Privacy:**

ReelTale’s content is generally not age-restricted (the documentary AI series are intended to be suitable for a general audience). However, because the App involves in-app purchases and subscriptions, it is **intended for users who are 18 years of age or older**. We do not knowingly collect personal information from anyone under the age of 13. If you are under 18, you should only use the App with the involvement and consent of a parent or legal guardian, especially when making purchases.

If you are a parent or guardian and you believe that your child under 13 (or under the applicable age of consent in your region) has provided us with personal information (for example, if somehow a child managed to log in and share an email with us), please contact us immediately. We will take steps to delete the information as soon as possible. We encourage parents to supervise their children's use of online services and to teach their children about safeguarding their personal information online.

### **Changes to this Privacy Policy:**

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. When we update the policy, we will change the "Last updated" date at the top of this document. If the changes are material, we will provide a more prominent notice (such as by notification within the App or via email if we have your contact details) to inform you of the update. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information. **Your continued use of the ReelTale App after any changes to this Privacy Policy constitutes your acceptance of the updated terms.**

### **Contact Us:**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

- **By Email:** You can reach our support and data protection team at **contact@detector.studio**. Please include in your email the phrase "ReelTale Privacy" in the subject line so we can route your inquiry appropriately.
- **By Mail:** Detector Studio Limited, Ibex House, 61 Baker Street, Weybridge, Surrey, KT13 8AH, United Kingdom.

We will do our best to address any issue or question you have and resolve your concerns. Your privacy is important to us, and we welcome feedback on any aspect of this Policy or our App.