

# Privacy Policy

This Privacy Policy describes how Jurney collects, uses, and shares your personal information when you visit or use Jurney. We are committed to protecting your privacy and handling your data responsibly.

## 1 Information We Collect

We collect several types of information from and about users of our Website, including:

### 1.1 Personal Information

This may include information that can be used to identify you, such as your name, email address, username, and any other information you choose to provide when creating an account or using our Services.

### 1.2 Journal Entries

We collect and store the journal entries you create and submit through the Website. This is the core functionality of our service. This includes the text of your entries.

### 1.3 Sentiment Analysis Data

As part of our service, we perform sentiment analysis on your journal entries. This involves processing your text to identify emotional tones and patterns. We collect and store the results of this analysis, including the sentiment values associated with each journal entry.

### 1.4 Usage Data

We collect information about your interactions with the Website, such as the pages you visit, the time you spend on each page, and the features you use. This helps us understand how users interact with our Website and improve its functionality.

### 1.5 Technical Information

We may collect information about your device, including your IP address, browser type, operating system, and referring website. This information is typ-

ically collected automatically through cookies and similar technologies.

## **2 How We Use Your Information**

We use your information for the following purposes:

### **2.1 Providing and Improving the Services**

We use your information to provide you with access to the Website and its features, including creating and storing journal entries, performing sentiment analysis, and personalizing your experience. This includes using the analyzed sentiment data to provide insights and summaries related to your journal entries and overall emotional trends.

### **2.2 Data Analysis and Research**

We may use aggregated and anonymized data, including journal entries and sentiment values, for research and analysis purposes to improve our sentiment analysis algorithms and understand user trends. This data will not be linked back to individual users.

### **2.3 Communication**

We may use your contact information to send you notifications related to your account or the Services, such as password reset requests or service updates. We will not send marketing emails unless you have opted in to receive them.

### **2.4 Legal Compliance**

We may use your information to comply with applicable laws and regulations.

## **3 Data Storage and Security**

We store your journal entries and sentiment analysis data securely using industry-standard measures to protect against unauthorized access, use, or disclosure. We retain your journal entries and associated sentiment data for as long as your account is active. You may delete your journal entries at any time through your account settings. Upon account deletion, we will also delete your associated journal entries and sentiment data. While we take reasonable steps to protect your data, no method of transmission over the Internet or electronic storage is 100% secure.

## **4 Sharing Your Information**

We will not share your personal information, journal entries, or sentiment analysis data with third parties except in the following limited circumstances:

### **4.1 Service Providers**

We may share information with third-party service providers who assist us in providing the Services, such as hosting providers or data analytics companies. These service providers are contractually obligated to protect your information and only use it for the purposes we specify.

### **4.2 Legal Compliance**

We may disclose your information if required by law, court order, or government request.

### **4.3 Business Transfers**

In the event of a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.

## **5 Your Choices**

You can access, update, or delete your personal information and journal entries through your account settings. You can choose to disable cookies in your browser settings, although this may affect the functionality of the Website.

## **6 Children's Privacy**

Our Website is not intended for children under the age of 13. We do not knowingly collect personal information from children under 13. If you become aware that a child under 13 has provided us with personal information, please contact us.

## **7 Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. We will post any changes on the Website and notify you as required by law.

## **8 Contact Us**

If you have any questions about this Privacy Policy, please contact us at:  
[daria.barkova@student.manchester.ac.uk](mailto:daria.barkova@student.manchester.ac.uk)