

Storytailor Privacy Policy

Effective Date: January 15, 2025

Last Updated: January 15, 2025

Introduction

This Privacy Policy explains how Storytailor Inc. (“we,” “us,” or “our”) collects, uses, and protects personal information when you and your child use Storytailor. We are committed to protecting children’s privacy and complying with the Children’s Online Privacy Protection Act (COPPA) and other applicable privacy laws.

If you have any questions about this policy, please contact us at privacy@storytailor.com.

About Storytailor

Storytailor is a web platform at Storytailor.com where children create personalized stories. You visit the website, tell us what kind of story you want, and we create one for you—complete with characters and adventures.

We’re also developing Story Intelligence™, an advanced AI engine that will add conversation and emotion detection capabilities to Storytailor in the future, and will be licensed to partner platforms.

Information We Collect

For All Users

We collect the following information from all users: - **Age:** Required to determine if COPPA protections apply and to provide age-appropriate content - **Email address:** For account management and communication

For Children Under 13 (COPPA-Protected Users)

Current Data Collection: - **Parent email address:** Required by COPPA for verifiable parental consent - **Story content:** Stories your child creates - **Character data:** Characters your child creates and their traits - **Account information:** Basic information needed for account management

Future Data Collection (when Story Intelligence™ is integrated): - **Voice conversation transcripts:** Conversations used for story creation (30-day retention, then deleted) - **Emotional state data:** Information about your child’s emotional state for therapeutic story features (365-day retention, then anonymized)

For Parents

- **Email address:** For consent management and communication about your child's account
- **Consent records:** Information about consent requests, verifications, and revocations

Information We Do NOT Collect

We do not collect: - Full names - Physical addresses - Phone numbers - School information - Photographs or videos - Precise geolocation data (we log IP addresses for security purposes only) - Social media information - Payment information (processed by Stripe, our payment processor)

How We Use Information

Service Delivery

Stories and Characters: - Store stories and characters your child creates - Maintain character consistency across stories - Provide access to saved content

Future Features (Story Intelligence™): - Voice conversations will enable conversational story creation - Emotional data will support therapeutic storytelling and safety monitoring

Safety and Security

- Monitor content for safety concerns
- Detect potential crisis situations (Story Intelligence™ feature)
- Notify parents of safety incidents
- Log security events for fraud prevention

COPPA Compliance

- Verify age to determine COPPA applicability
- Request and manage parental consent
- Enforce data collection restrictions for children under 13
- Maintain audit trail for compliance verification

Service Improvement

- Analyze anonymized emotional data (after 365-day retention period)
- Improve story quality and user experience
- Develop new features

We never sell personal information to third parties. We never use personal information for advertising or marketing purposes.

Verifiable Parental Consent (VPC)

When Consent Is Required

Parental consent is required when:

- A child under 13 registers for a Storytailor account
- A child under 13 attempts to use Storytailor services
- Any personal information is collected from a child under 13

Consent Process

Step 1: Registration When your child under 13 registers:

- We require your email address
- Registration cannot proceed without a parent email
- Account is created but locked until consent is verified

Step 2: Consent Request We send you an email explaining:

- What Storytailor is and how it works
- What personal information we collect (current and future with Story Intelligence™)
- How we use that information
- Your rights as a parent
- How to provide or deny consent
- Link to this privacy policy

Step 3: Consent Verification You can verify consent by:

- Clicking the verification link in the email
- The consent request expires after 7 days if not verified

Step 4: Ongoing Consent - You can check consent status at any time - You can revoke consent at any time - Revoking consent immediately stops data collection

Consent Status Values

- **None:** No consent request has been made
- **Pending:** Consent request sent, awaiting your verification
- **Verified:** You have provided consent, data collection permitted
- **Revoked:** You have revoked consent, data collection stopped

Your Parental Rights

Under COPPA, you have the following rights regarding your child's information:

Right to Access

You may request to review all personal information we have collected from your child. We will provide this information within 30 days in a machine-readable format (JSON).

To request access: Email privacy@storytailor.com with:

- Your name and relationship to the child
- Child's user ID or email address
- Subject line: "Parental Access Request"

Right to Delete

You may request that we delete all personal information about your child. We will delete the information immediately upon verified request. Audit logs will be anonymized but retained for legal compliance.

To request deletion: Email privacy@storytailor.com with: - Your name and relationship to the child - Child's user ID or email address - Subject line: "Parental Deletion Request"

Right to Export

You may request a complete export of all personal information about your child. We will provide this in JSON format via a secure download link that expires after 7 days.

To request export: Email privacy@storytailor.com with: - Your name and relationship to the child - Child's user ID or email address - Subject line: "Parental Export Request"

Right to Revoke Consent

You may revoke consent for us to collect and use your child's information at any time. Revocation immediately stops all data collection. Existing data can be deleted upon your request.

To revoke consent: Email privacy@storytailor.com with: - Your name and relationship to the child - Child's user ID or email address - Subject line: "Revoke Parental Consent"

Parent Identity Verification

To protect your child's privacy, we verify parent identity before fulfilling parental rights requests. Verification methods may include: - Email verification (using the email address on file) - Additional verification steps for deletion requests - Documentation of parent-child relationship if needed

Data Retention and Deletion

Automated Retention Policies

Data Type	Retention Period	After Retention Period	Applies To
Stories	Until deleted by user	User-controlled deletion	Both products
Characters	Until deleted by user	User-controlled deletion	Both products
Parent email	Until account deleted	Deleted with account	Both products
Audit logs	7 years	Anonymized	Both products
Voice transcripts	30 days	Permanently deleted	Story Intelligence™ only

Data Type	Retention Period	After Retention Period	Applies To
Emotional data	365 days	Anonymized	Story Intelligence™ only
Conversation states	24 hours	Permanently deleted	Story Intelligence™ only
Safety incident records	7 years	Anonymized after 1 year	Both products

Deletion Methods

Hard Deletion: Data is permanently removed and cannot be recovered.

Anonymization: Personal identifiers are removed, but anonymized data may be retained for service improvement. Anonymized data cannot be linked back to any individual.

Information Sharing

Third-Party Service Providers

We share information only with service providers necessary to operate Storytailor:

AWS (Amazon Web Services): - **Purpose:** Infrastructure, storage, and computing services - **Data shared:** Stories, characters, account information - **Protection:** Encryption at rest and in transit, Data Processing Agreement (DPA) - **More information:** <https://aws.amazon.com/compliance/>

Supabase: - **Purpose:** Database storage - **Data shared:** All user data stored in our database - **Protection:** Encryption, Row Level Security, DPA available - **More information:** <https://supabase.com/security>

SendGrid (Twilio): - **Purpose:** Email delivery to parents - **Data shared:** Parent email addresses only (not child data) - **Protection:** TLS encryption for email delivery - **More information:** <https://www.twilio.com/legal/privacy>

Data Processing Agreements: All service providers have signed Data Processing Agreements (DPAs) or have DPAs incorporated into their terms of service. These agreements ensure: - Services only use data to provide the service to us - Services maintain appropriate security measures - Services comply with applicable privacy laws (including COPPA and GDPR) - Services do not use data for their own purposes

We never sell personal information to third parties. We never share information for advertising or marketing purposes.

Security Measures

Encryption

At Rest: - All data encrypted when stored in our database - Database-level encryption enabled
- Encryption keys managed securely through AWS Key Management Service

In Transit: - All API communications use TLS 1.3 encryption - HTTPS required for all web connections - Email delivery uses TLS encryption

Access Control

Row Level Security (RLS): - Database tables protected by Row Level Security policies -
Users can only access their own data - Parents can only access their own child's data - Service role access restricted to system operations only

Authentication: - All API endpoints require authentication - JWT (JSON Web Token) Bearer tokens used for authentication - Token validation on every request - Parent-child relationship verified before access

Audit Logging

All compliance-relevant events are logged: - User authentication - Consent requests and verifications - Consent revocations - Data access requests - Data deletion requests - Safety incidents - Security violations

Audit logs are retained for 7 years (legal requirement) and anonymized after 1 year for privacy protection.

Incident Response

If a data breach or security incident occurs, we will: 1. Investigate and contain the incident immediately 2. Notify affected parents within 72 hours 3. Notify relevant authorities if required by law 4. Take corrective action to prevent recurrence 5. Document the incident and response

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will: - Notify parents by email - Update the "Last Updated" date at the top of this policy - Obtain new parental consent if required by law

Parents can view the current version of this policy at any time on our website or by contacting us.

Children's Privacy Protection

Children Under 13

Children under 13 receive enhanced protections under COPPA:

- Verifiable parental consent required before data collection
- Database-level enforcement (cannot register without parent email)
- Stricter data retention periods
- Enhanced audit logging
- Parent-only data access rights

Children 13 and Older

Children 13 and older may use Storytailor without parental consent, but we still maintain strong privacy protections:

- Encryption and security measures
- Data retention and deletion policies
- Right to request data deletion
- Safety monitoring and content moderation

International Privacy Laws

GDPR Compliance (European Union)

For users in the European Union, we comply with the General Data Protection Regulation (GDPR):

- Legal basis for processing: Consent (for children), Contract (for adults)
- Data Protection Officer: Contact privacy@storytailor.com
- Right to lodge complaint with supervisory authority
- Data transfers protected by Standard Contractual Clauses (SCCs)

Other Jurisdictions

We comply with applicable privacy laws in all jurisdictions where we operate, including:

- California Consumer Privacy Act (CCPA)
- UK Data Protection Act and UK Children's Code
- Other US state privacy laws

Contact Information

Privacy Inquiries

Email: privacy@storytailor.com

Mailing Address:

Storytailor Inc.
7131 w 135th, #1074
Overland Park, KS 66223
United States

Response Time: We respond to all privacy inquiries within 30 days.

Technical Questions

Email: tech@storytailor.com

Safety Concerns

Email: safety@storytailor.com

General Business

Email: jq@storytailor.com

Contact: Jaqwan “JQ” Sirls, CEO

Storytailor Inc.

7131 w 135th, #1074
Overland Park, KS 66223
United States

COPPA Compliance Statement: This privacy policy complies with the Children’s Online Privacy Protection Act (COPPA) and is designed to provide parents with clear information about how we collect, use, and protect their children’s personal information.