

LIK — Privacy Policy

Effective Date: August 8, 2026

1. Overview

This explains how LIK ("we," "us") collects, uses, and protects your information when you use the LIK app.

2. What We Collect

- Account info: name, email, age confirmation, password.
- Conversations and messages you submit for analysis, including content from another person you choose to share.
- Payment info, if you subscribe (handled by our payment processor — we don't store full card numbers).
- Usage and device data: app activity, device type, crash/performance logs.
- AI-generated results from your submitted content, like scores and pattern insights.

3. How We Use It

We use your information to run and improve the Service, generate your AI analysis, process payments, communicate with you, and keep the app secure. We don't use your identifiable conversations to train outside AI models beyond generating the response you asked for, and we don't sell your personal information.

AI-generated insights (scores, patterns, highlighted moments) are best-effort interpretations for your own reflection — never a certain or clinical prediction about your relationship.

4. AI Processing

To generate your analysis, your submitted conversations are sent to reputable third-party AI providers for processing. They handle this data under confidentiality and data-protection agreements with us and don't use it to build their own profile of you beyond what's needed to generate your response.

5. Sensitive Content

What you submit may reveal sensitive things about your relationship or emotional life. We handle this content with extra care (see Security below), and you control what you choose to share with the app.

6. Who We Share It With

- Service providers who help us run the app (hosting, AI processing, payments, support tools) under confidentiality agreements.
- Referral partners (like a dating app), only if you use a referral feature.
- Law enforcement or others, if required by law or needed to prevent serious harm.
- A buyer, if LIK is ever acquired or merged, under the same privacy commitments.

7. Your Rights

You can access, correct, delete, or export your data anytime through account settings, or by emailing us. California residents have additional rights under the CCPA, including the right to know what we collect and to request deletion — we don't sell personal information, so there's nothing to opt out of on that front.

8. Security

We use encryption and access controls to protect your data, but no system is perfectly secure. If a breach affects your data, we'll notify you as required by law.

9. How Long We Keep Data

We keep your data while your account is active. If you delete your account, we delete or anonymize your personal data within 30 days, except where we're required to keep it longer for legal or fraud-prevention reasons.

10. Children

LIK is for users 18 and older only. We don't knowingly collect data from anyone under 18, and we'll delete it promptly if we find out we have. Contact us at hedgemam@gmail.com if you believe a minor has used the Service.

11. Changes & Contact

We'll notify you before making material changes to this policy. Questions or requests: hedgemam@gmail.com.