

PRIVACY POLICY

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Last Updated: January 2025

1. INTRODUCTION

Mimona Ltd ("we," "our," or "us") operates the Baio mobile application ("App" or "Service"). We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our App. By downloading, installing, accessing, or using the Baio App, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with our policies and practices, do not download, install, or use the App.

The company information is as follows: (1) Company Name: Mimona Ltd; (2) Address: Hertzl 24, Ramat Gan, Israel; (3) Email: support@thebaio.com; (4) Website: thebaio.com. Please note that Mimona Ltd is currently in the process of registration, and this Privacy Policy will be updated once the company registration is complete.

2. INFORMATION WE COLLECT

We collect several types of information from and about users of our App. The information we collect includes the following categories:

(1) **Personal Information.** When you create an account, we collect your email address, username, and password (which is encrypted for security purposes). We may also collect any profile information you choose to provide, such as your name or profile picture, to personalize your experience with the App.

(2) **Journal Entries and Content.** We collect all journal entries, notes, and text content you create within the App, as well as any photographs or images you upload or capture through the App. Additionally, we collect any other media content you choose to include in

your journal entries, such as audio recordings or video files, to provide you with a comprehensive journaling experience.

(3) **Analyzed and Generated Content.** Through our AI analysis features, we process and analyze your journal entries to create analyzed versions of your content. We also generate AI-created chapters, summaries, and other content derived from your journal entries. Furthermore, our AI services may generate images and visual content based on your entries to enhance your journaling experience.

(4) **Usage Information.** We collect information about how you interact with the App, including which features you use, how much time you spend using the App, and the frequency of your usage. We also collect device information such as your device type, operating system, unique device identifiers, mobile network information, and device settings. Additionally, we collect technical information such as your IP address, browser type, access times, and pages viewed to help us understand how the App is being used and to improve our services.

(5) **Analytics and Performance Data.** We collect information about App crashes and errors to help us improve stability and performance. We also gather data about App performance, including loading times and responsiveness, to ensure that the App functions smoothly and efficiently for all users.

(6) **Subscription and Payment Information.** We collect information about your subscription plan, purchase history, and payment status. Please note that payment information is processed through third-party payment processors such as the Google Play Store and Apple App Store, and we do not store your payment card details on our servers.

3. HOW WE USE YOUR INFORMATION

We use the information we collect for various purposes to provide, maintain, and improve our services. Our use of your information includes the following:

(1) **Service Provision.** We use your information to provide, maintain, and improve the App and its features, to process your journal entries and generate analyzed content, to create AI-generated chapters and summaries from your entries, to enable AI-powered features and content generation, and to manage your account and provide customer support when needed.

(2) **AI Processing and Analysis.** We use artificial intelligence services to analyze your journal entries, to generate personalized chapters, summaries, and insights based on your content, to create AI-generated images and visual content based on your entries, and to improve our AI models and algorithms through processing your content, which helps us enhance the quality and relevance of the AI-generated features we provide.

(3) **Communication.** We use your information to send you important updates about the App, including changes to our terms or policies, to respond to your inquiries, comments,

and support requests in a timely manner, and to send you notifications about your account, subscriptions, or App features, but only with your consent and in accordance with your preferences.

(4) **Analytics and Improvement.** We use your information to understand how users interact with the App, to analyze usage patterns and improve user experience, to develop new features and functionality that meet user needs, and to troubleshoot technical issues and improve App performance to ensure a smooth and reliable experience for all users.

(5) **Legal Compliance.** We use your information to comply with applicable laws, regulations, and legal processes, to respond to legal requests and protect our rights and the rights of our users, and to enforce our Terms of Use and other agreements to maintain a safe and secure environment for all users.

4. DATA OWNERSHIP AND RIGHTS

When you use the Baio App, you grant Mimona Ltd certain rights with respect to the content you create and the content generated from your entries. This section explains the ownership and licensing arrangements that apply to your use of the App.

(1) **Content Ownership and License.** By using the Baio App and creating or uploading content, you acknowledge that all journal entries, text content, images, and media files you create or upload through the App, as well as all analyzed entries, processed data, and AI-generated content (including chapters, summaries, and generated images) created from your entries, are subject to a comprehensive license granted to Mimona Ltd. You grant Mimona Ltd a perpetual, irrevocable, worldwide, royalty-free, non-exclusive license to use, reproduce, modify, adapt, publish, translate, create derivative works from, distribute, perform, and display your content and all derived content in any media format and through any media channels. This license includes the right to use your content and derived content for providing and improving the App's services, developing new features and AI models, conducting research and development, creating marketing and promotional materials (in anonymized or aggregated form), and for other business purposes that support the operation and enhancement of the App.

(2) **Your Rights and Access.** Despite the license granted above, you retain certain rights with respect to your content. You have the right to access and view your journal entries and content through the App at any time, to export your entries in formats provided by the App, and to request deletion of your account and associated data, subject to our retention policy as described in Section 7 below. We are committed to providing you with control over your data while ensuring that we can continue to provide and improve our services.

5. AI PROCESSING AND ANALYSIS

The Baio App uses artificial intelligence (AI) services to analyze your journal entries and generate content that enhances your journaling experience. This section explains how we use AI services and how your content is processed.

(1) **AI Services and Processing.** The App uses artificial intelligence services to analyze sentiment, themes, and patterns in your writing, to generate personalized chapters and summaries that reflect the content and style of your entries, to create AI-generated images and visual content that complement your journal entries, and to provide insights and recommendations that help you better understand and reflect on your journaling journey. We may use various AI models and services, which may change over time as we seek to improve the quality and capabilities of our AI features.

(2) **Third-Party AI Providers.** We may use third-party AI service providers to process your content and generate AI features. These providers are bound by confidentiality agreements and data processing agreements that protect your information. We do not share your personal information with AI providers beyond what is necessary to provide the service, and we take steps to ensure that all third-party providers maintain appropriate security and privacy standards.

(3) **AI-Generated Content.** All AI-generated content, including chapters, summaries, images, and analyses created from your entries, is subject to the license and ownership provisions described in Section 4 above. This content is created through the use of our AI services and is designed to enhance your journaling experience by providing personalized insights and visualizations based on your entries.

6. DATA STORAGE AND SECURITY

We take the security of your information seriously and implement appropriate measures to protect your data from unauthorized access, alteration, disclosure, or destruction.

(1) **Data Storage.** Your data is stored on secure cloud servers that are maintained in accordance with industry best practices. We use industry-standard encryption to protect your data both in transit and at rest, ensuring that your information is protected throughout its lifecycle. Please note that data may be stored in servers located outside of Israel, including in the United States and other countries, and by using the App, you consent to the transfer of your information to these locations.

(2) **Security Measures.** We implement appropriate technical and organizational security measures to protect your information, including encryption of data in transit and at rest, secure authentication and access controls that limit access to your information to authorized personnel only, regular security assessments and updates to address emerging threats, and employee training on data protection to ensure that all staff members understand and follow best practices for handling user information.

(3) **Data Breaches.** In the event of a data breach that may affect your personal information, we will notify you and relevant authorities as required by applicable law. We have procedures in place to detect, respond to, and mitigate the effects of any security incidents, and we are committed to keeping you informed about any issues that may affect your privacy or security.

7. DATA RETENTION

We retain your information for as long as necessary to provide our services and in accordance with our legal obligations. This section explains our data retention practices.

(1) **Active Accounts.** We retain your information for as long as your account is active and you are using the App. This allows us to provide you with continuous access to your journal entries and the features of the App, and to maintain your preferences and settings across sessions.

(2) **Account Deletion.** When you delete your account or request deletion of your data, we will delete or anonymize your personal information within thirty (30) days of your deletion request. Journal entries, analyzed entries, generated chapters, and images will be permanently deleted within thirty (30) days of your request. However, please note that some information may be retained longer if required by law or for legitimate business purposes, such as resolving disputes or enforcing agreements, but such retention will be limited to what is necessary for these purposes.

(3) **Backup Data.** Data stored in backup systems may be retained for up to thirty (30) days after account deletion before being permanently removed. This retention period allows us to restore your data in the event of an accidental deletion or technical issue, but after this period, all backup copies will be permanently deleted.

8. THIRD-PARTY SERVICES

The App may use third-party services to provide certain features and functionality. This section explains how we work with third-party providers and how your information may be shared with them.

(1) **AI Service Providers.** We use third-party AI service providers to process your content and generate AI features. These providers may have access to your journal entries and content solely for the purpose of providing AI services, and they are bound by confidentiality agreements and data processing agreements that protect your information.

(2) **Cloud Storage Providers.** We use cloud storage providers to store your data securely. These providers are bound by data processing agreements that require them to maintain appropriate security and privacy standards, and they are not permitted to use your information for any purpose other than providing storage services to us.

(3) **Analytics Services.** We may use analytics services to understand App usage and improve our services. These services may collect anonymous usage data that does not identify you personally, and we use this information to analyze trends, track usage patterns, and improve the functionality and performance of the App.

(4) **Payment Processors.** Payment processing is handled by third-party payment processors such as the Google Play Store and Apple App Store. We do not have access to your full payment card information, and all payment transactions are processed securely through these third-party providers in accordance with their own privacy policies and security standards.

(5) **Links to Third-Party Services.** The App may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties, and we encourage you to review their privacy policies before providing any information to them. Your use of third-party services is subject to their own terms and conditions and privacy policies.

9. USER RIGHTS

Subject to applicable law, you have certain rights regarding your personal information. This section describes the rights you have and how you can exercise them.

(1) **Access and Portability.** You have the right to request access to your personal information and data stored in the App, and you have the right to request a copy of your data in a portable format that you can use with other services. We will provide you with access to your information in a reasonable timeframe and in a format that is convenient for you.

(2) **Correction and Deletion.** You have the right to update or correct your personal information through the App settings, and you have the right to request deletion of your account and associated data, subject to our retention policy as described in Section 7 above. We will process your requests for correction or deletion in a timely manner and in accordance with applicable law.

(3) **Objection and Restriction.** You have the right to object to certain processing of your information, and you have the right to request restriction of processing in certain circumstances. We will consider your objections and requests for restriction in accordance with applicable law and our legitimate business interests.

(4) **Withdrawal of Consent.** You can withdraw your consent to data processing at any time by deleting your account or contacting us at support@thebaio.com. Please note that

some rights may be limited by the license and ownership provisions described in Section 4 above, but we will work with you to address your concerns and find appropriate solutions.

10. CHILDREN'S PRIVACY

The Baio App is designed to be safe and appropriate for users of all ages, including children. However, we take special care to protect the privacy of children who use our App.

(1) **Children's Information.** We do not knowingly collect personal information from children under the age of 13 without verifiable parental consent. If you are a parent or guardian and believe your child has provided us with personal information without your consent, please contact us immediately at support@thebaio.com, and we will take steps to address your concerns.

(2) **Parental Rights.** If we become aware that we have collected personal information from a child under 13 without parental consent, we will take steps to delete such information promptly. Parents and guardians are encouraged to monitor their children's use of the App and to help enforce our Privacy Policy by instructing their children never to provide personal information without permission.

11. INTERNATIONAL DATA TRANSFERS

Your information may be transferred to and stored on servers located outside of Israel, including in the United States and other countries. These countries may have different data protection laws than Israel, but we take appropriate measures to ensure that your information receives an adequate level of protection in accordance with this Privacy Policy.

By using the App, you consent to the transfer of your information to these countries. We use standard contractual clauses and other appropriate safeguards to ensure that your information is protected when it is transferred internationally, and we work only with service providers who maintain appropriate security and privacy standards.

12. COOKIES AND TRACKING TECHNOLOGIES

The App may use cookies, local storage, and similar tracking technologies to remember your preferences and settings, to analyze App usage and performance, and to provide personalized features that enhance your experience.

You can control these technologies through your device settings, though this may affect App functionality. We use these technologies only to improve your experience with the App and to provide you with relevant features and content, and we do not use them to track your activities outside of the App.

13. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of any material changes by posting the updated Privacy Policy on our website at thebaio.com, by sending you an email notification if you have provided an email address, and by displaying a notice in the App.

The "Last Updated" date at the top of this Privacy Policy indicates when it was last revised. Your continued use of the App after any changes constitutes acceptance of the updated Privacy Policy. If you do not agree with any changes, you may stop using the App and request deletion of your account.

14. YOUR CONSENT

By using the Baio App, you consent to the collection, use, and disclosure of your information as described in this Privacy Policy, to the license and ownership provisions described in Section 4 above, to the processing of your information by AI services and third-party providers as described in this Privacy Policy, and to the international transfer of your data as described in Section 11 above.

If you do not consent to these practices, please do not use the App. You may withdraw your consent at any time by deleting your account or contacting us at support@thebaio.com.

15. CONTACT INFORMATION

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at Mimona Ltd, Hertzl 24, Ramat Gan, Israel, by email at support@thebaio.com, or through our website at thebaio.com. We will respond to your inquiries within a reasonable timeframe and work with you to address any concerns you may have.

16. GOVERNING LAW

This Privacy Policy is governed by and construed in accordance with the laws of the State of Israel, without regard to its conflict of law provisions. Any disputes arising from or related to this Privacy Policy shall be subject to the exclusive jurisdiction of the courts of Israel.

END OF PRIVACY POLICY