

# YourEkko, Inc. Privacy Policy

**Effective Date:** September 1, 2025

YourEkko, Inc. ("YourEkko," "we," "our," or "us") respects your privacy and is committed to protecting it. This Privacy Policy explains what information we collect, how we use it, how we share it, and the choices you have.

By using YourEkko, you agree to the practices described here. If you have questions, contact us anytime at [support@yourekko.com](mailto:support@yourekko.com).

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## 1. Who We Are

- **Company Name:** YourEkko, Inc.
- **Incorporated In:** North Carolina, USA
- **Contact Email:** [support@yourekko.com](mailto:support@yourekko.com)

YourEkko is a secure online platform that allows you to create and schedule personalized messages, photos, videos, and even monetary gifts to loved ones in the future.

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## 2. Information We Collect

We collect information in three main ways:

### a. Information You Provide Directly

- Name, email address, and phone number
- Payment details (processed via PayPal)
- Messages, photos, and/or videos you upload
- Recipient information you choose to share with us (e.g., names, email addresses, phone numbers)

### b. Information We Collect Automatically

- IP address, browser type, operating system, and device details
- Usage information such as pages visited, time spent, and features used
- Tracking via cookies and similar technologies

### c. Information From Third Parties

- If you connect to us through a third-party service (e.g., PayPal), they may share basic account info with us

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## 3. How We Use Your Information

We use your information to:

- Provide, maintain, and improve YourEkko's services
- Process payments and deliver messages with or without a monetary gift.
- Send service-related notifications (e.g., delivery confirmations, account updates)
- Personalize your experience
- Protect against fraud, abuse, and unauthorized access
- Comply with legal obligations

We do **not** sell your personal information.

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## 4. How We Share Information

We share data only as needed to provide our services:

- **Hosting & Storage:** AWS (U.S.-based servers)
- **Messaging & Email:** Twilio (SMS), Twilio SendGrid (email delivery)
- **Payments:** PayPal (payment processing)
- **Analytics:** Google Analytics (usage tracking)

We may also share information:

- To comply with laws, regulations, or legal processes
- In connection with a business transfer (e.g., merger, acquisition)

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## 5. Data Storage & Security

- Data is stored securely on AWS servers in the United States
- We use encryption, access controls, and security monitoring
- While we take strong precautions, no system is 100% secure — we cannot guarantee absolute security

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## 6. Data Retention

We keep your data for as long as your account is active, or as needed to deliver scheduled messages or monetary gifts. If you close your account, we will delete or anonymize your information unless retention is required by law.

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## 7. Your Privacy Rights

Depending on where you live, you may have the right to:

- Access the personal data we hold about you
- Request corrections or deletion
- Object to or limit processing of your data
- Withdraw consent for the storage of your personal data
- Request a copy of your data in a portable format

To exercise these rights, email [support@yourekko.com](mailto:support@yourekko.com).

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## 8. Cookies & Tracking

We use cookies and similar tools to make our service work better and understand how it's used. You can manage cookies through your browser settings, but some features may not work without them.

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## 9. International Users

If you use YourEkko from outside the United States, your data will be transferred to and stored in the U.S. We comply with the GDPR requirements. We collect only that data that is necessary for the specified purposes above. We take appropriate safeguards for international data transfers where required by law. You unambiguously consent to the processes and procedures outlined in this Privacy Policy.

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## 10. Children's Privacy

YourEkko does not knowingly collect information directly from children under 13. If you believe we have unintentionally collected such data, contact us immediately so we can delete it.

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## 11. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will post the updated date at the top of the policy and notify you if the changes are significant.

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## 12. Contact Us

If you have any questions, concerns, or privacy requests, contact us at:

**YourEkko, Inc.**  
Email: [support@yourekko.com](mailto:support@yourekko.com)

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As of September 1, 2025 this document is **compliant with U.S., GDPR, and CCPA basics**.