



1. INTRODUCTION

This privacy policy outlines how we collect, use, and share your personal information when you use our services (“Services”). “We” and “us” refers to Little Birdie. This privacy policy applies to customers, users, marketing newsletter subscribers, and website visitors. This privacy policy does not apply to data that is not personal data, including anonymous, de-identified, or aggregated data, even when such data has been derived from personal data.

Privacy Principles

Little Birdie has two fundamental principles when it comes to collecting and processing private data:

- We don't use your data to show you ads.
- We only store the data that Little Birdie needs to function as a secure and feature-rich text-to-speech service.

2. WHAT PERSONAL INFORMATION WE COLLECT AND WHY

When you visit our website or use our web or mobile application, we collect information about your internet or electronic activity (such as where you clicked and how long it took), device and browser data (such as device model number and browser type), and IP address.

When you subscribe to and receive our marketing emails, we collect your email address so that we can send you emails about our Services. We also collect certain information about your internet or electronic activity regarding our marketing emails, such as when you click on an email and if you click any links provided within the email.

When you become an app user, we collect your name, email address, and we also keep track of commercial information (what you have purchased from us).

In addition to the purposes listed above, we may use your information to:

2.1. Provide Services

- To communicate with you about the Services, including confirming your purchases, reminding you of subscription expirations, and responding to your support requests.
- Provide Customer support to resolve technical issues you encounter, to respond to your requests for assistance, to analyze information, and to repair and improve the Services.

2.2. Marketing

- Email newsletter subscribers with updates on product feature

2.3. Internal Research

- Analyze user activity data to determine where we need to improve user and customer experience.

2.4. Cookies

The only cookies we use are those to operate and provide our Services on the web. We do not use cookies for profiling or advertising. The cookies we use are small text files that allow us to provide and customize our Services, and in doing so provide you with an enhanced user experience. Your browser should allow you to control these cookies, including whether or not to accept them and how to remove them. You may choose to block cookies with your web browser, however, if you do disable these cookies you will not be able to log in to Little Birdie.

3. WHERE WE COLLECT PERSONAL INFORMATION FROM

We collect personal information from you when you sign up for our mailing list, or interact with us through our website or mobile application or by email. We use cookies and similar tracking technologies to collect this information on our website, mobile application, and via email. Additionally, we collect your IP address from your internet service provider.

3.1. Your Activity

We collect information about your activity in our services, which we use to do things like recommend an article you might like. The activity information we collect may include:

- Terms you search for
- Articles you read
- Views and interactions with content
- Voice and audio information when you use audio features
- Purchase activity
- People with whom you communicate or share content
- Activity on third-party sites and apps that use our services
- Little Birdie browsing history you've synced with your Account

3.2. California Requirements

The California Consumer Privacy Act (CCPA) requires specific disclosures for California residents.

This Privacy Policy is designed to help you understand how Little Birdie handles your information:

We explain the categories of information Little Birdie collects and the sources of that information in Information Little Birdie collects.

We explain how Little Birdie uses information in Why Little Birdie collects data.

We explain when Little birdie may share information in Sharing your information. Little Birdie does not sell or share your personal information.

The CCPA also provides the right to request information about how Little Birdie collects, uses, and discloses your personal information. And it gives you the right to access your information and request that Little Birdie delete that information. Finally, the CCPA provides the right to not be discriminated against for exercising your privacy rights.

We describe the choices you have to manage your privacy and data across Little Birdie's services in Your privacy controls. You can exercise your rights by using these controls, which allow you to access, review, update and delete your information, as well as export and download a copy of it. When you use them, we'll validate your request by verifying that you're signed in to your Little Birdie Account. If you have questions or requests related to your rights under the CCPA, you (or your authorized agent) can also contact Little Birdie.

The CCPA requires a description of data practices using specific categories. This table uses these categories to organize the information in this Privacy Policy.

3.3. Retention

Unless stated otherwise in this Privacy Policy, the personal data that you provide us will only be stored for as long as it is necessary for us to fulfill our obligations in respect of the provision of the Services.

4. PROCESSING YOUR PERSONAL DATA

4.1. Our Services

Little Birdie is a browser. We will process your data to deliver your browsing history, including recently viewed content, media and files, to any devices of your choosing without a need for you to use third-party backups or cloud storage.

4.2. Cross-Device Functionality

We may also store some aggregated metadata to create Little Birdie features that work across all your devices.

4.3. Advanced features

We may use some aggregated data about how you use Little Birdie to build useful features. For example, when you open the Search bar, Little Birdie displays websites you are more likely to visit in a box at the top of the screen. To do this, we calculate a rating that shows which sites you visit frequently.

4.4. No Ads

Unlike other services, we don't use your data for ad targeting or other commercial purposes. Little Birdie only stores the information it needs to function as a secure and feature-rich cloud service.

5. YOUR RIGHTS REGARDING THE PERSONAL DATA YOU PROVIDE TO US

5.1. Your Rights

Under applicable data protection legislation, in certain circumstances, you have rights concerning your personal data. You have a right to: (1) request a copy of all your personal data that we store and to transmit that copy to another data controller; (2) delete or amend your personal data; (3) restrict, or object to, the processing of your personal data; (4) correct any inaccurate or incomplete personal data we hold on you; and (5) lodge a complaint with national data protection authorities regarding our processing of your personal data.

5.2. Exercising Your Rights

If you wish to exercise any of these rights, kindly contact us.

5.3. Data Settings

You can control how your data is used (e.g., clear recently viewed) in Settings > Privacy & Security > Data Settings (using one of our mobile apps).

Sadly, if you're generally not OK with Little Birdie's modest requirements, it won't be possible for us to provide you with our Services. You can delete your account by proceeding to the deactivation page.

6. QUESTIONS AND CONCERNS

If you have any questions about privacy and our data policies, please contact our team at info@getlittlebirdie.com

6.1. Changes to this Policy

We change this Privacy Policy from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We always indicate the date the last changes were published. If changes are significant, we'll provide a more prominent notice (including, for certain services, email notification of Privacy Policy changes).