

PRIVACY POLICY

Motion AI

Effective Date: April 2, 2026

This Privacy Policy describes how Profit First LLC ("we," "us," or "our") collects, uses, and shares information about you when you use our mobile application Motion AI ("the App"). By downloading or using the App, you agree to the collection and use of information in accordance with this Privacy Policy.

1. Information We Collect

We collect the following types of information:

a) Information You Provide

- **Photos:** When you use Motion AI, you upload photos of yourself to generate AI dance videos. These photos are processed to create your video and are not stored on our servers beyond what is necessary for video generation.
- **Purchase Information:** When you subscribe or purchase coin packs, payment is processed through Apple's App Store. We do not collect or store your payment card details.

b) Automatically Collected Information

- **Device Information:** Device type, operating system version, unique device identifiers, and mobile network information.
- **Usage Data:** Features used, screens visited, actions taken within the App, and time spent in the App.
- **Crash Reports:** Technical data about App crashes and errors to improve stability.
- **Purchase History:** Records of your subscriptions and in-app purchases (managed through Apple and RevenueCat).

c) Information from Third Parties

- **RevenueCat:** We use RevenueCat to manage subscriptions and in-app purchases. RevenueCat may collect purchase history and subscription status.
- **KIE AI (Kling AI):** We use KIE AI API to generate dance videos. Your uploaded photos are sent to this service for processing. Please review KIE AI's privacy policy for their data practices.

2. How We Use Your Information

We use the information we collect to:

- Provide, operate, and maintain the App and its features
- Process your photos to generate AI dance videos
- Manage your subscription, coin balance, and in-app purchases

- Improve and optimize the App's performance and user experience
- Respond to your support requests and inquiries
- Send important notices about the App, including updates and changes to our terms
- Detect, prevent, and address technical issues, fraud, or abuse
- Comply with legal obligations

3. How We Share Your Information

We do not sell your personal information. We may share your information with:

a) Service Providers

We share data with third-party vendors who help us operate the App, including:

- KIE AI / Kling AI: Receives your uploaded photos for AI video generation
- RevenueCat: Manages subscription and in-app purchase processing
- Apple Inc.: Processes all payments through the App Store
- Supabase: Provides backend database and storage infrastructure
- Vercel: Provides backend API hosting

b) Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., court orders, government agencies).

c) Business Transfers

If we are involved in a merger, acquisition, or sale of assets, your information may be transferred. We will provide notice before your information is transferred and becomes subject to a different Privacy Policy.

4. Photo and Biometric Data

The App requires you to upload photos for video generation. Please note:

- Photos are transmitted securely to our AI processing service (KIE AI) for video generation
- We do not use your photos to train AI models
- Generated videos are temporarily stored to allow you to download them
- We do not knowingly collect photos of minors. Do not upload photos of anyone under 18 years of age
- You retain all rights to your uploaded photos
- The App may process facial features in your photos as part of the video generation process. This processing is performed by KIE AI's systems

5. Data Retention

- Uploaded photos: Retained only for the duration necessary to generate your video, then deleted
- Generated videos: Temporarily available for download; stored locally on your device after download
- Account and purchase data: Retained for as long as your account is active or as needed for legal and business purposes
- Usage analytics: Retained in aggregated, anonymized form

6. Data Security

We implement industry-standard security measures to protect your information, including:

- Encrypted data transmission (HTTPS/TLS)
- Secure cloud infrastructure with access controls
- Regular security assessments

However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your information, we cannot guarantee its absolute security.

7. Children's Privacy

The App is not directed to children under 13 years of age (or 16 in certain jurisdictions). We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us at profitfirstllc@gmail.com. If we discover that a child under the applicable age has provided us with personal information, we will delete such information from our servers immediately.

8. Your Rights and Choices

Depending on your location, you may have the following rights:

- Access: Request access to the personal information we hold about you
- Correction: Request that we correct inaccurate or incomplete information
- Deletion: Request deletion of your personal information
- Opt-out: Opt out of certain data processing activities
- Portability: Request a copy of your data in a portable format

To exercise these rights, please contact us at profitfirstllc@gmail.com. We will respond to your request within 30 days.

9. In-App Purchases and Subscriptions

All purchases and subscriptions are processed through Apple's App Store. We collect and retain:

- Your subscription status (active, expired, cancelled)

- Your coin balance and transaction history
- Purchase dates and renewal dates

We do not collect your credit card information or Apple ID credentials. For questions about billing, please contact Apple Support or visit your Apple ID account settings.

10. Third-Party Links and Services

The App may contain links to third-party websites or services. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you access through the App.

11. International Data Transfers

Your information may be transferred to and processed in countries other than your country of residence. These countries may have different data protection laws. By using the App, you consent to the transfer of your information to these countries.

12. California Privacy Rights (CCPA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA):

- Right to know what personal information is collected, used, shared, or sold
- Right to delete personal information held by businesses
- Right to opt-out of the sale of personal information (we do not sell your data)
- Right to non-discrimination for exercising your CCPA rights

To exercise your CCPA rights, contact us at profitfirstllc@gmail.com.

13. European Privacy Rights (GDPR)

If you are in the European Economic Area (EEA), you have rights under the General Data Protection Regulation (GDPR), including the right to access, rectify, erase, restrict processing, data portability, and object to processing. Our legal basis for processing your data includes:

- Performance of a contract (to provide the App's services)
- Legitimate interests (to improve the App and prevent fraud)
- Consent (where explicitly obtained)
- Legal obligation (to comply with applicable laws)

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy in the App and updating the effective date. For material changes, we will provide a more prominent notice, which may include an in-app notification. Your

continued use of the App after changes are posted constitutes your acceptance of the updated Privacy Policy.

15. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Profit First LLC

Email: profitfirstllc@gmail.com

Address: 131 Continental Dr Suite 305, Newark, DE 19713, US

Website: <https://profitfirst.com>

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