

# Tyle Privacy Policy: V01

**Effective Date:** January 29, 2026

**Last Updated:** January 29, 2026

## Thank you for using Tyle!

Our mission is to help you save, organize, and discover content that inspires you. To do that, we show you personalized content and suggestions we think you'll be interested in based on information we collect from you and third parties.

We wrote this policy to help you understand what information we collect, how we use it, and what choices you have about it. Some of the concepts below are a little technical, but we've tried our best to explain things in a simple and clear way.

## Scope of the Privacy Policy

This is Tyle's global Privacy Policy.

**For users in the United States:** Tyle is responsible for your information. You can contact us at:

- **Address:** PO BOX 330, Fishers, IN 46038
- **Phone:** 317-268-2151
- **Email:** support@tyleit.com

## We collect information in a few different ways

### 1. Information You Provide Directly

When you use Tyle's mobile application and related services ("Tyle" or the "Services"), you voluntarily share certain information.

- **Account Information:** We collect your **first name, last name, email address, phone number, birth date, nickname, and bio**. If you register or log in using Apple or Google, they will furnish certain information to us to facilitate your account creation.
- **Content:** We collect information when you save links, names, tags, photos, or collections to your Boards and Tyles, including photos, videos, links, notes, tags, and other materials. We also collect information when you interact with content (for

example, organizing, categorizing, or commenting).

- **Interests:** We collect the interest categories you select during onboarding to tailor your experience.
- **Your contacts:** If you previously chose to sync your contacts with your account, we will continue to process certain information about your contacts who are Tyle users to help you find one another on our Services.
- **Your communications with us:** If you contact us for customer support or otherwise communicate with us, we collect the content of these communications.

## 2. Information Collected Automatically

When you use a mobile application or internet service, certain internet and electronic network activity information gets created and logged automatically. Here are some of the types of information we collect:

- **Device information:** We collect data on your device type, operating system, network service provider, settings, and unique device identifiers.
- **Log data:** When you use our Services, our servers record information ("log data"), including your Internet Protocol (IP) address, the date and time of when you accessed the Services, and activity within the app.
- **Usage data and inferences:** We use your activity—such as which content you save, terms you search for, Boards you create, and any text that you add in notes or descriptions—along with information you've provided when you first signed up to make inferences about you and your preferences.
- **Location Information:** We use your IP address to infer your approximate location (country/region), but we do not collect precise GPS data.
- **User Choices:** We will keep a record of choices you've selected in your settings, including privacy settings and notification preferences.

## 3. Our partners and third parties share information with us

We also receive information about you and your activity outside Tyle from third parties we work with.

- **Third-party platforms:** If you register for or log into the Service using a third-party platform (like Apple or Google), they will furnish certain information to us to facilitate your account creation or log-in. If you connect third-party accounts (such as Instagram or TikTok) to our Services, we may use information from those accounts to improve your experience.
- **Technical service partners and Tools:** We may receive information about you from technical service partners and infrastructure services. We use **Firestore**

**Messaging (FCM)** solely for push notifications; we do **not** use Firebase Analytics, Mixpanel, or Segment.

## **How we use the info we collect**

We're committed to showing you content that's relevant, interesting, and personal to you. To do that, we use your information to provide and improve your experience, including to:

### **Provide Core Functionality:**

- Identify you when you use our Services
- Store and organize your Boards and Tyles
- Enable you to save, categorize, and retrieve content
- Allow you to connect third-party services (read-only) to discover and save content

### **Personalize Your Experience:**

- Recommend content you might like based on your activity on our Services.
- Build smart suggestions based on your saved content and organization patterns
- Help you discover topics and content aligned with your interests

### **Communication:**

- Respond to your questions or comments
- Send you updates, including by email or push notification. You can decide to stop getting notifications by updating your settings

### **Improve and Protect Our Services:**

- Review activity on our Services to detect spam, enforce our Terms and policies, or activity that poses a risk to our community or the public.
- Analyze users' log data and device information to identify and investigate suspicious behavior or violations of our policies or Terms
- May access user information in relation to a legal claim, litigation, or regulatory proceeding
- Conduct analytics and research on who is using our Services and what they are doing.
- Improve our products and services and offer new features. For example, using information to train, develop, and improve our technology such as our machine learning models and algorithms for smart suggestions
- Create aggregated or de-identified information that cannot reasonably be used to identify you. Tyle processes, maintains, and uses this information only in a de-identified fashion and will not attempt to re-identify such information

## Build Your Community:

- Suggest other users who have similar interests (when social features are available)
- If you previously chose to sync your contacts with your Tyle account, we will process certain information about your contacts who are Tyle users to help you find them on our Services

## Your Rights and Choices

We offer you certain choices to control your data. Depending on where you live (e.g., U.S.), these choices may also be privacy rights you have under local law. To exercise these rights, please visit your account settings and, if you still need help, contact us at [privacy@tyleit.com](mailto:privacy@tyleit.com).

- **Access:** You can request access to the information we collect and hold about you in a portable format.
- **Correction/Rectification:** You can correct your information by updating information in your profile settings.
- **Deletion/Erase:** You can have your information deleted. In your settings, select "Delete your data and account" and follow the instructions. We will delete or anonymize your personal information within a reasonable timeframe, except where we are required to retain certain information for legal or regulatory purposes.
- **Objection and Restriction:** You may have the right to object to or restrict certain types of processing of your personal information.
- **Data Portability:** You can request to receive your personal information in a structured, commonly used, and machine-readable format.
- **Withdraw Consent:** Where we rely on your consent to process information, you can withdraw that consent at any time.

## Device-Level Controls

You also have choices available to you through the device or software you use to access Tyle. For example:

- The browser you use may let you control cookies or other types of local data storage
- Your mobile device lets you choose how and whether your location, photos, and other data is shared with us
- iOS and Android devices have settings that control app permissions and tracking

## U.S. State Privacy Rights

For users who reside in certain U.S. states (including California, Virginia, Colorado, Connecticut, and others with state privacy laws), you have specific rights including:

- Right to know what personal information is collected, used, shared, or sold
- Right to delete personal information
- Right to correct inaccurate personal information
- Right to opt-out of certain processing activities
- Right to non-discrimination for exercising your privacy rights

**California Residents:** If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and other California privacy laws. For more details on California-specific rights, see our U.S. State Privacy Law Disclosure.

**Global Privacy Control:** For users who have enabled an opt-out preference signal (such as Global Privacy Control), we will respect this preference when you use Tyle.

## How and when we share information

**Public Content:** If you choose to make content public, it may be surfaced in global search results or community activity feeds. **Your content is private unless you choose to share it.** We will never make your content public or share it with other users without your explicit action to do so.

**No Sale of Data:** We **do not sell** your personal information. We do not share your personal information for cross-context behavioral advertising.

We share the categories of information described above:

- **With other services, at your direction:** When you decide to link your Tyle account to third-party services, or when you connect integrations like Instagram or TikTok, you direct disclosure of certain information to those services. These integrations are read-only and we do not post content or send messages on your behalf.
- **With service providers:** We share data with infrastructure partners like **AWS** (storage) and **Supabase** (database) and other vendors that we employ to process information on our behalf based on our instructions and for the purposes described in this Privacy Policy. **No Advertising:** We do **not** use advertising SDKs or third-party tracking tools like Mixpanel or Segment.
- **With law enforcement and for legal compliance:** We may disclose information with law enforcement agencies, government agencies, researchers, or other parties in compliance with laws, rules, or regulations.

- **With our corporate family:** We may share information with our corporate family of companies, including wholly-owned subsidiaries and affiliates.
- **Business transfers:** If we were to engage in a merger, acquisition, bankruptcy, dissolution, reorganization, or similar transaction or proceeding that involves the transfer of the information described in this Privacy Policy, we would share your information with a party involved in such a process (for example, a potential purchaser).

## Transferring your information

Tyle is a worldwide service. By using our products or services, you authorize us to transfer and store your information outside your home country, including in the United States, for the purposes described in this policy. The privacy protections and the rights of authorities to access your personal information in such countries may not be equivalent to those of your home country.

## Data Storage and Security

**Data Location:** User data is stored and processed on **AWS servers located in the United States.**

**Security Measures:** We implement appropriate technical and organizational security measures to protect your information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit and at rest
- Secure authentication protocols
- Regular security assessments
- Access controls and monitoring

## How long we keep your information

We keep your information only so long as we need it to provide Tyle to you and fulfill the purposes described in this policy. When we no longer need to use your information and there is no need for us to keep it to comply with our legal or regulatory obligations, we'll either remove it from our systems or depersonalize it so that we can't use it to identify you.

**Account Deletion:** If you delete your account, we will delete or anonymize your personal information within a reasonable timeframe. However, we may retain certain information for:

- Backup, archival, or audit purposes (for a limited time)
- Compliance with legal obligations

- Resolution of disputes
- Enforcement of our agreements

## **Third-Party Links and Services**

The Service may contain links to third-party websites, applications, or services that are not owned or controlled by us. When you save or access content from external sources, you are subject to those third parties' privacy policies and terms of service.

**Important Note About External Content:** While Tyle allows users to save and organize links to external content, including content from brands or sources that may have age restrictions, users are responsible for complying with any age requirements or other restrictions imposed by third-party sites they access. Tyle does not sell, promote, or facilitate the purchase of age-restricted products.

## **Our policy on children's information**

Children under 13 are not allowed to use Tyle. If you are based in a state or country with an older age requirement, you may only use the Services if you are at or over the age at which you can provide consent to data processing.

If we learn that we have collected personal information from a child under 13 without parental consent, we will delete that information as quickly as possible. If you believe we may have information from or about a child under 13, please contact us at [\*\*privacy@tyleit.com\*\*](mailto:privacy@tyleit.com).

## **How we make changes to this policy**

We may change this policy from time to time and if we do, we'll post any changes on this page and in the app. If you continue to use Tyle after those changes are in effect, the new policy applies to you. If the changes are significant, we may provide a more prominent notice, such as by sending you an email or displaying a notice within the app.

## **Contact Us**

The best way to get in touch with us or to exercise your options described above is by contacting us at:

8122 Enterprises, LLC  
PO BOX 330, Fishers, IN 46038

Email: support@tyleit.com

Phone: 317-268-2151

## U.S. State Privacy Law Disclosure & Notice at Collection

**This section applies only if you are a resident of a U.S. state governed by a state-level privacy law.** This section also serves as our California Notice at Collection.

### Categories of Personal Information We Collect

In the preceding 12 months, we have collected the following categories of personal information:

- **Identifiers:** Name (first and last), email address, phone number, birth date, nickname, bio, account username, device identifiers, IP address
- **Internet or Network Activity:** Browsing history within the app, search history, interaction with content and features
- **Geolocation Data:** Approximate location derived from IP address
- **Visual Information:** Photos and images you save or upload
- **Inferences:** Inferences drawn from your activity to create a profile about your preferences and interests
- **Other Information:** Any other information you choose to provide

### Sources of Personal Information

We collect personal information from:

- Directly from you (account creation, content you save)
- Automatically when you use our Services (usage data, device information)
- Third-party platforms you connect (Apple, Google, Instagram, TikTok, etc.)
- Service providers and analytics partners

### Purposes for Collection and Use

We collect and use personal information for the business purposes described in the "How we use the info we collect" section above, including:

- Providing and maintaining the Services
- Personalizing your experience
- Improving our Services

- Security and fraud prevention
- Legal compliance

## **Disclosure of Personal Information**

We may disclose personal information to:

- Service providers who perform services on our behalf (e.g., AWS, Supabase, FCM)
- Law enforcement and government agencies when required
- Corporate affiliates
- Parties involved in business transactions (mergers, acquisitions)

## **Sale and Sharing of Personal Information**

**We do not sell your personal information.** We do not share your personal information for cross-context behavioral advertising.

## **Your California Privacy Rights**

If you are a California resident, you have the right to:

- Know what personal information we collect, use, disclose, and sell
- Request deletion of your personal information
- Correct inaccurate personal information
- Opt-out of the sale or sharing of personal information (note: we do not sell or share)
- Limit use of sensitive personal information (if applicable)
- Non-discrimination for exercising your rights

To exercise these rights, contact us at [privacy@tyleit.com](mailto:privacy@tyleit.com) or through your account settings.

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