Privacy Policy

Last updated: *October 9, 2025*

1. **Scope**
   This Privacy Policy describes how Makiverse Entertainment Inc. collects, uses, and shares personal information when you use the Service at makiverse.com and related interfaces. Questions or requests may be directed to legal@smai.tech.

2. **Information We Collect**
   We collect account information such as email, username, and password hash; transactional information such as subscription status, Gems purchases, and confirmations from our payment processor; usage and device information such as IP address, device and browser data, language, referrer, pages viewed, session duration, approximate location derived from IP, diagnostics, and error logs; content information such as prompts, settings, uploads, and the Outputs generated; and communications you send to us, including support requests and reports.

3. **How We Use Information**
   We use information to operate and secure the Service, process payments and manage subscriptions, generate Outputs, provide support, communicate with you about service and policy updates, and comply with law. We also use de-identified prompts, Outputs, and telemetry to improve models and services, to evaluate performance, and to develop new features. Where applicable law or product settings provide an opt-out for model improvement using your de-identified content, you may exercise that by emailing legal@smai.tech from your account email.

4. **Legal Bases (EEA/UK)**
   When the GDPR or UK GDPR applies, we process data as necessary to perform our contract with you, in our legitimate interests to operate, secure, analyze, and improve the Service, to comply with legal obligations, and on the basis of your consent where required, including for certain cookies or marketing.

5. **Sharing of Information**
   We share personal information with service providers that act on our behalf, including hosting, storage, analytics, content delivery, payment processing, email, and logging. Current examples include Cloudflare, MongoDB Atlas, Stripe, and an analytics provider such as Umami or an equivalent we designate from time to time. We may disclose information where required by law, to protect rights and safety, and in connection with a corporate transaction subject to appropriate protections. We do not sell personal information as that term is defined in certain jurisdictions; if laws treat analytics or

advertising as a “sale” or “share,” we will honor applicable opt-out rights.

6. **International Data Transfers**
   Information may be transferred to, stored in, and processed in jurisdictions other than your own. Where required, we rely on appropriate safeguards, including standard contractual clauses, to provide a level of protection consistent with applicable law.

7. **Retention**
   Account information is retained for the life of the account and for a reasonable period thereafter for compliance, security, accounting, and dispute resolution, generally up to twenty-four months unless longer retention is legally required or permitted. Logs and telemetry are typically retained up to twelve months unless needed longer for security or legal reasons. We may retain de-identified or aggregated information for analytics and improvement.

8. **Your Rights**
   Depending on where you live, you may have rights to access, correct, delete, or port personal information; to object to or restrict certain processing; and to withdraw consent where processing is based on consent. In the EEA/UK you may lodge a complaint with a supervisory authority. In California, you may have rights under the CCPA/CPRA, including to know, delete, correct, opt out of sale/share where applicable, and to not be discriminated against for exercising rights. In Canada under PIPEDA, you may request access and correction. Rights requests can be submitted to legal@smai.tech and will be verified using reasonable methods.

9. **Children**
   The Service is not directed to children under 13, or under 16 in the EEA/UK where parental consent would otherwise be required. If we learn that we have collected information from an ineligible user, we will take reasonable steps to delete it.

10. **Security**
    We implement administrative, technical, and physical measures designed to protect information appropriate to risk, including encryption in transit, access controls, and logging. No method of transmission or storage is perfectly secure.

11. **Cookies and Similar Technologies**
    We use cookies and similar technologies to authenticate users, remember preferences, measure performance, and analyze usage. Browser settings may allow you to limit cookies; some features may not function without them. A separate Cookie Policy may be provided; if not, this section applies.

12. **Do Not Track and Global Privacy Control**
    We respond to legally recognized browser or device signals where required and technically feasible. Additional instructions may be provided in product settings when

available.

13. **Data Protection**
    You may contact us at legal@smai.tech for privacy questions or to exercise rights. If we appoint a Data Protection Officer or EU/UK representative, we will update this Policy accordingly.

14. **Changes to this Policy**
    We may revise this Policy from time to time. Where the law requires notice of material changes, we will provide it by reasonable means. Continued use of the Service following changes indicates acceptance of the revised Policy.