# Privacy Policy

*Last updated: July 22, 2025*

This Privacy Policy explains how Formity Labs LLC ("Formity", "we", "us", or "our") collects, uses, and protects your personal information when you use our website and Services.

By using our Services, including the downloadable UI Kit and AI-powered Form Builder, 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 when you use our Services:

- **Email address**: Collected when you create an account or interact with Services requiring authentication. This serves as your primary identifier.
- **AI usage data**: Inputs and outputs from the AI Form Builder are stored to better understand how users interact with the tool and to enhance the overall user experience.
- **Analytics data**: Information that your browser sends such as your IP address, browser type, operating system, referring URLs, pages visited, time spent on each page, and general usage patterns to help us understand how the Services are used.

## 2. How We Use Your Information

We use the collected information to:

- Authenticate users and provide access to certain features
- Improve the AI capabilities of our Form Builder
- Understand how users interact with our Services
- Communicate with you about updates or support requests

## 3. Purchases

If you choose to purchase paid features (such as access to the UI Kit), your payment will be processed by **Polar**, our authorized reseller and Merchant of Record.

- We do **not** store or have access to your payment details.
- Polar may collect personal and payment information required to complete the transaction.

- All purchases are subject to Polar's privacy and terms of service policies.

For any billing questions or refund requests, please contact us at support@formity.app.

# 4. Data Sharing

We do not sell your personal data. We only share information as necessary to:

- Operate and maintain our Services
- Comply with legal obligations

# 5. Data Retention

We retain your email and usage data for as long as your account is active or as needed to provide our Services. You can request deletion of your account and associated data at any time by contacting support@formity.app.

# 6. Your Rights

You may:

- Request access to the personal information we store about you
- Request correction or deletion of your personal data
- Object to or limit how we process certain data

To exercise these rights, contact us at support@formity.app.

# 7. Data Security

We take appropriate security measures to protect your data. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

# 8. International Users

Our Services are operated in the United States. If you are accessing the Services from outside the U.S., you consent to the transfer and processing of your information in the U.S.

# 9. Children's Privacy

Our Services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children. If you are a parent or guardian and believe that your child has provided us with personal information, please contact us at [support@formity.app](mailto:support@formity.app). If we become aware that we have collected personal data from a child under 13 without parental consent, we will take steps to delete that information promptly.

## 10. Changes to This Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated revision date. Continued use of the Services indicates your acceptance of the updated terms.

## 11. Contact

If you have any questions about this Privacy Policy, please contact:

**Formity Labs LLC**
Email: [support@formity.app](mailto:support@formity.app)