

# Privacy Policy

**Effective date:** 8.10.25

**Legal entity:** Write in a Click, Ltd. (“**Write in a Click**”, “**we**”, “**us**”, “**our**”)

**Contact:** [privacy@writeinaclick.com](mailto:privacy@writeinaclick.com)

**What this policy covers.** This Privacy Policy explains how we collect, use, disclose, and protect information when you use **Write in a Click** (the “Service”), including our website [writeinaclick.com](https://writeinaclick.com), web app, and related communications. Where we provide the Service directly to individual users, we act as a **data controller**. Where business customers upload or connect their own end-user data, we act as a **data processor** and our **Data Processing Addendum (DPA)** governs that relationship.

We update this Policy from time to time. If changes are material, we’ll notify you in-app or by email.

## 1. Information we collect

**Account & contact data.** Name, email, password credentials, country, and communication preferences.

**Payment data.** Billing address and payment method details handled by our payment processor; we don’t store full card numbers.

**Content & usage.** Text you enter to generate content (“prompts”), uploaded files, generated outputs, project metadata, session timestamps, and feature usage.

**Device & network.** IP address, device/browser type, language, time zone, system settings, crash diagnostics, and performance metrics.

**Cookies & similar tech.** First-party cookies for core functionality and analytics; optional advertising/retargeting cookies (see **Cookies & Ads** below).

**Support & feedback.** Messages to support, bug reports, satisfaction surveys.

**Job applicant data (if applicable).** Resume/CV, profile links, and interview notes.

We do **not** intentionally collect sensitive categories (e.g., health data) unless you include them in submitted content. Please avoid submitting sensitive data unless strictly necessary.

## 2. How we use information (purposes & legal bases)

- **Provide and maintain the Service** (create accounts, authenticate, generate content, store projects, provide support). *Legal basis:* contract performance; legitimate interests.
- **Improve and secure the Service** (debugging, analytics, service quality, abuse and fraud prevention, safety monitoring). *Legal basis:* legitimate interests; in some regions,

consent for analytics/ads cookies.

- **Communicate with you** (service notices, security alerts, transactional emails). *Legal basis:* contract performance or legitimate interests.
- **Optional marketing** (feature updates, newsletters). *Legal basis:* consent (where required) with the ability to opt out anytime.
- **Compliance** (tax, accounting, legal obligations, responding to lawful requests). *Legal basis:* legal obligation; legitimate interests.

### AI-specific handling

- **Ownership.** You own your **user-generated content** and outputs as between you and us, subject to our Terms.
- **Training. We do not use your prompts or outputs to train publicly available AI models.**
- **Service improvement.** We may process **aggregated and/or de-identified** usage signals to improve quality, safety, and performance. For paid/business plans, you may opt out of limited human review for abuse/quality checks (where applicable).
- **Third-party model providers.** If we use third-party AI APIs, we configure them to **not** use your data to train their public models. See our **Sub-processor List** for current providers.

## 3. When we share information

We share only as needed to run the Service:

- **Service providers / sub-processors.** Cloud hosting, analytics, email delivery, customer support, payment processing, and—if used—AI model providers, under contracts that limit their use of your data.
- **Business customers (processor context).** When a business customer controls the account, administrators may access data created in that tenancy.
- **Legal & safety.** To comply with law, enforce our agreements, or prevent harm.

- **Business transfers.** In a merger, acquisition, or asset sale, we'll give notice and continue protections consistent with this Policy.

We **do not sell** personal information for money. If we use advertising or cross-context behavioral advertising tools (e.g., certain pixels), those disclosures may constitute “**sharing**” under California law. See **Your Privacy Rights** and **Cookies & Ads**.

## 4. International data transfers

We operate globally. Where data is transferred internationally (e.g., to the United States), we use recognized safeguards such as the **EU Standard Contractual Clauses (SCCs)** and comparable mechanisms where applicable. We assess local laws and implement additional security and contractual measures as needed.

## 5. Retention

We keep personal data **only as long as necessary** for the purposes described:

- **Account data:** for the life of your account + up to **24 months** for records, dispute handling, and backups.
- **Content/projects:** until you delete them or the account is closed; backups roll off within **90 days**.
- **Analytics & logs:** typically **14–26 months** (aggregated thereafter), subject to your cookie settings and our analytics tool configuration.
- **Support records:** up to **24 months** from last interaction.
- **Legal holds:** longer if required by law or to establish/defend legal claims.

## 6. Your privacy rights

Depending on your location, you may have rights to **access, correct, delete, restrict or object**, request **portability**, and **withdraw consent**. You also have the right to **lodge a complaint** with a supervisory authority (EU/UK).

**California & certain US states:** rights to know, delete, correct, **opt out of sale or sharing** (including cross-context behavioral advertising), and limit use of sensitive information. We honor **Global Privacy Control (GPC)** signals as an opt-out where required.

**How to exercise:**

- In-app controls (where available)
- Email: [privacy@writeinaclick.com](mailto:privacy@writeinaclick.com)
- “Do Not Sell or Share My Personal Information” link (site footer)  
We may ask for information to verify your identity and will respond within the timeframes required by law.

## 7. Cookies & Ads

We use cookies and similar technologies to run the Service and understand usage.

### Categories

- **Strictly necessary:** login, security, load balancing.
- **Preferences & features:** saved settings, editor state.
- **Analytics:** to measure usage and improve the product (e.g., Google Analytics).
- **Advertising/retargeting (optional):** ad measurement and audiences (e.g., Meta Pixel).

### Controls

- **EU/UK/EEA:** we show a consent banner with granular choices for analytics and advertising.
- **US (including California):** you can **opt out of sale/sharing** via our site footer and we **honor GPC** browser signals where required.
- Browser settings may also let you delete or block cookies.

### Disclosures

- **Google Analytics:** may set cookies to report usage; we configure retention and IP handling per Google’s controls.
- **Meta Pixel (if enabled):** used for ad measurement and audiences; only with consent where required.  
See our **Cookie Notice** for details and a current list of cookies.

## 8. Security

We use technical and organizational measures designed to protect personal data, including **encryption in transit and at rest, role-based access controls, least-privilege, audit logging, regular vulnerability management, and incident response** procedures. No system is perfectly secure; if we learn of a breach, we will notify affected users and regulators as required.

## 9. Children

The Service is **not intended for children under 16**. We do not knowingly collect personal data from children. If you believe a child has provided personal data, contact us to request deletion.

## 10. EU/UK specifics

- **Controller:** Write in a Click, Ltd.
- **DPO/Privacy Lead:** [privacy@writeinaclick.com](mailto:privacy@writeinaclick.com).
- **EU/UK Representative:** [privacy@writeinaclick.com](mailto:privacy@writeinaclick.com).
- **Legal bases:** As mapped in Section 2.
- **Transfers:** SCCs and supplementary measures (see Section 4).

## 11. Business customers (processor terms)

When we process personal data **on behalf of a customer**, we do so under a **DPA** that includes required processor terms (e.g., purpose limitation, confidentiality, sub-processor flow-downs, assistance with data subject requests, and SCCs for international transfers). Customers control deletion schedules within their workspace.

## 12. Changes

We may update this Policy to reflect changes to our practices or the law. The “Effective date” shows when it last changed. Material changes will be announced in-app or by email.

**Contact us:** [privacy@writeinaclick.com](mailto:privacy@writeinaclick.com)