Privacy Policy

Bond by Voice

Effective Date: November 23, 2026 Last Updated: November 23, 2026

This version of our Privacy Policy applies to users in the United States.

1. Introduction

Welcome to Bond by Voice, a mobile application and web platform owned and operated by App Merchant, Inc. ("we," "our," "us").

We are committed to protecting your privacy and ensuring the security of your personal data. This Privacy Policy explains how we collect, use, and share your information when you use the Bond by Voice app, including the analytics and advertising measurement tools we use in the app. Our website is a simple pass-through page directing you to download the app. It also hosts this Policy, our Terms of Use, our FAQ, and our account deletion page, and it does not collect personal information.

2. About This Policy

This Policy explains:

- What data we collect
- Why we collect it
- How we use it
- Who we share it with, including our named voice-processing subprocessors
- How long we keep it, and how to delete your account
- Your rights, including California and other U.S. state privacy rights
- How in-app analytics and advertising measurement work

3. Your Rights

You may:

- Request access to your data
- Request corrections
- Request deletion
- Delete your account (see Section 8A)
- Object to certain processing
- Request data portability
- Opt out of the sale or sharing of personal information, and limit the use of sensitive personal information, where applicable under state law (see Sections 10 and 10A)
- Withdraw consent to biometric processing at any time (see Section 5B)

To exercise your rights, contact: contact@bondbyvoice.com

4. Data Storage and Security

We use reputable, industry-leading cloud infrastructure providers, including Amazon Web Services (AWS), to store data securely. Our providers maintain industry-standard security certifications and safeguards. While we and our providers follow industry standards, no system is completely secure. By using our Service, you acknowledge this risk.

5. Data We Collect

We may collect:

- Name, email, and account details, including sign-in through Apple or Google if you choose it
- A profile photo, if you add one
- Usage data and interactions
- Voice recordings and voice samples (see Section 5B, "Voice Data and Biometric Information")
- Device and technical data, including crash and performance data we use to keep the app working
- Payment-related data (payments are handled by Apple or Google; we receive your subscription status, not your card details)
- In-app analytics data (see Section 9)
- Your child's first name, if you enter it during onboarding. It is used only to personalize your onboarding screens and is deleted when onboarding is complete.
- Your child's age range and gender, and your other answers to onboarding questions, if you choose to share them. We use them to personalize your setup and, without your name or account, to understand how families use the app (see Section 9).
- Your notification preferences and a push notification token, if you allow notifications
- Information used to prevent misuse of free offers, such as device information, so a free allowance can't be reset by creating new accounts

5A. Email, Notifications, and Marketing

Our website is a pass-through page that directs you to download Bond by Voice from the Apple App Store or Google Play Store. It does not collect your email address and does not use cookies or tracking technologies.

When you register for an account in the app, we collect your email address. We use this to:

- Send account-related and service updates
- Send promotions and marketing emails
- Improve our marketing efforts and user experience

Registering an account does not guarantee specific promotions or offers. You may unsubscribe anytime via email links or by contacting us.

If you allow notifications, we send push notifications, for example when a new free Read & Record story is ready or new stories are released. You can turn them off at any time in the app's Settings or in your device settings. We do not send text messages.

We may use third-party tools and service providers, including email platforms, analytics providers, hosting providers, and other technology partners to operate and improve our services.

We do not sell your data.

5B. Voice Data and Biometric Information

Voice recordings you provide to Bond by Voice, including short voice samples used for standard voice personalization and longer recordings submitted for the optional Professional Voice Cloning ("Studio Voice") feature, may constitute biometric identifiers or biometric information under certain state privacy laws, including the Illinois Biometric Information Privacy Act (BIPA), the Texas Capture or Use of Biometric Identifier Act (CUBI), and Washington's biometric privacy law.

What we collect. Depending on the features you use, we may collect:

- A voice sample of about 30 seconds recorded during onboarding, used only to create a short preview of your voice. It is deleted when onboarding ends.
- A short voice sample recorded in-app used to create your standard personalized voice
- Voice audio you record in-app or upload as MP3 files for the optional Studio Voice feature (minimum 30 minutes, up to 3 hours)
- Voice data captured through our Read & Record ("R&R") feature, which records your own narration directly rather than generating synthetic speech, and saves it so you can play it back
- Generated story audio, the personalized narration produced using your voice profile or Studio Voice model. It is available for playback while your subscription is active. If your subscription ends, it is kept but not available for playback unless you resubscribe to a paid plan, and it is deleted under the retention schedule below, or sooner if you delete the voice profile used to create it or your account.

We do not accept voice recordings of any person under 18 years of age, from any source. See Section 14.

How we use it. Voice recordings and samples are used solely to create and deliver the personalized voice and story features of the Service, including generating a voice preview during onboarding, generating a synthetic voice profile, training a Studio Voice model (if you use that feature), playing back your Read & Record recordings, and producing personalized audio content. We do not use your voice data to train general-purpose AI models unrelated to the Service, and we do not sell, rent, or license your voice data to third parties for their own independent use.

Sharing outside the Service. If you create and share a clip to social media or another external platform, that clip (the generated audio output, not your original voice recording or the underlying voice model) leaves our systems and is no longer subject to this Privacy Policy. It becomes subject to the terms, privacy practices, and retention policies of the platform you share it to. We do not control, and are not responsible for, how that platform uses, stores, or further shares content once you have shared it.

Who processes it: named subprocessors. We disclose voice recordings and voice models only to the following subprocessors, solely to deliver the voice personalization feature you requested:

- **ElevenLabs, Inc.** processes voice recordings to create your voice preview and voice profile and to generate audio from it, for both standard voice personalization and the optional Studio Voice feature, including the 30-minute to 3-hour recordings used to train a Studio Voice.
- **Amazon Web Services, Inc. (AWS)** provides encrypted storage and hosting for voice recordings, generated voice models, and generated audio.

We may in the future adopt an alternative voice-processing provider or a proprietary in-house model; we will update this Policy before any such change takes effect.

Each subprocessor is bound by a written agreement requiring it to protect biometric data using a reasonable standard of care, to process it only on our instructions and only for the purposes described above, to refrain from selling or independently using it, and to delete it on our instruction. We will update

this Policy if we add, replace, or remove a subprocessor with access to biometric data. No other party, including the analytics and advertising measurement partners listed in Section 9, receives voice recordings or voice models.

Retention. This schedule applies to voice recordings, voice samples, derived voice models, generated story audio, and Read & Record recordings. We retain this data according to the following schedule:

- The onboarding voice sample is deleted when onboarding ends.
- While you keep using Bond by Voice, we retain this data to provide the Service. This applies whether you are on a paid plan, the free plan, or listen-only mode, and after a paid subscription has been canceled. Saved recordings that remain playable, or that are locked until you resubscribe, are kept on the same basis.
- If you do not sign in to Bond by Voice for three (3) years, we delete it.
- If you delete a voice profile or your account, or ask us to delete this data, we delete it within thirty (30) days (see Section 8A).
- In all cases, we will delete this data no later than three (3) years after your last interaction with Bond by Voice, or sooner upon your deletion request or when the purpose for collection has been satisfied, whichever occurs first.
- Residual copies in backup systems are purged on our standard backup cycle, not to exceed ninety (90) days after deletion from primary systems.

You may request earlier deletion at any time as described below or as applicable law requires.

Your voice data rights. In addition to the general rights described in Section 3, you may specifically request:

- Deletion of a raw voice recording or sample
- Deletion of a trained voice model created from your recording (including any Studio Voice model)
- A description of the voice data we hold about you

To exercise these rights, email contact@bondbyvoice.com. We will confirm what was deleted and, where technically feasible, the date by which deletion will be completed. Deleting a trained voice model also deletes the stories generated using that voice; it does not affect stories generated using any other voice profile on your account, and it does not remove any clips you have already shared to social media.

Consent. Before any voice is recorded or uploaded, you are asked to check a box giving your consent. During onboarding, you confirm that the voice is your own, that you are 18 or older, and that you consent to its use to create your preview. Inside the app, before each voice you record or upload, you confirm that it is an adult's voice, either yours or one you have legal authorization to submit. By recording or uploading your voice, or a voice you have obtained valid consent to submit on behalf of another person, you provide explicit, separate consent to its processing as described in this Section 5B and in our Terms of Use. You may withdraw this consent at any time by deleting your voice profile in the app or by emailing contact@bondbyvoice.com; withdrawal results in deletion as described above. Where required by law, we will provide the specific disclosures required under applicable biometric privacy law at the time of collection.

6. How We Use Your Data

We use data to:

- Operate and improve the Service

- Personalize content
- Communicate updates and offers
- Process subscriptions
- Maintain security
- Prevent fraud and misuse of free offers

7. Sharing Your Data

We may share data with:

- Our named voice-processing subprocessor, ElevenLabs, Inc., and our cloud storage provider, Amazon Web Services, Inc. (see Section 5B)
- Other hosting, technology, and subscription billing providers (e.g., RevenueCat)
- Analytics providers (Google Firebase and Mixpanel) and our attribution provider (AppsFlyer), as described in Section 9
- Meta, when we run advertising campaigns on Meta's platforms, as described in Section 9
- Apple App Store / Google Play (payments)
- Analytics and marketing partners
- Legal authorities when required

We do not sell your data.

8. Data Retention

We retain data as long as necessary for service operation or legal obligations. Specifically:

- Account information (name, email, profile photo, settings): kept while your account exists, and deleted within thirty (30) days after you delete your account.
- Voice recordings, voice models, generated stories, and Read & Record recordings: see Section 5B.
- Your child's first name: deleted when onboarding is complete.
- Analytics data (Section 9): not linked to your account, and kept for up to fourteen (14) months.
- Payment and subscription records: kept for six (6) years after your account is closed, to meet tax, accounting, and legal obligations.
- Backups: purged within ninety (90) days after deletion from our primary systems.

8A. Deleting Your Account

You can delete your account and its data in either of two ways:

- **In the app:** from the Home screen, tap the profile button at the bottom right, then Settings. At the bottom of the Settings page, tap Delete Account, complete the quick parent check, and confirm.
- **By email:** send a request to contact@bondbyvoice.com from the email address on your account. You can also find these steps at bondbyvoice.com/delete-account.

What happens next:

- Your account is removed from use right away, and all data associated with it, including your voices, voice models, stories, and Read & Record recordings, is permanently deleted within thirty (30) days.
- During those 30 days, you can ask us to restore your account by emailing contact@bondbyvoice.com. After 30 days, your account and its data cannot be recovered.

- Deleting your account in the app also clears the analytics data held for that device. Because analytics data isn't linked to your account, we can't always find it from an email request; we'll tell you what we can find, and the rest expires within fourteen (14) months.
- We keep payment and subscription records for six (6) years, as described in Section 8.
- Deleting your account does not remove clips you have already shared to social media.
- Deleting your account or the app does not cancel your subscription. Cancel it through your Apple App Store or Google Play account.

9. Analytics and Advertising Measurement

This section explains the analytics and advertising measurement tools Bond by Voice uses within the app, the role they play in helping us operate and improve the Service, and the choices you have. We do not show third-party ads in the app. We do not track you across other companies' apps or websites, and we do not use your device's advertising identifier (such as Apple's IDFA or Android's Advertising ID). Because Bond by Voice is a mobile app rather than a website, we do not use browser cookies; instead, we use software development kits ("SDKs") built into the app.

9.1 What These Tools Are

These tools help us understand how the app is used and measure the effectiveness of our marketing. They may include:

- In-app analytics events (such as which screens are viewed or which features are used)
- Crash and performance data
- Attribution data that helps us understand which marketing channel led to an app install or subscription

9.2 Categories We Use

Strictly Necessary: Necessary to operate the Service as you have requested, for example recognizing your subscription tier and account status.

Performance / Analytics: Used to understand how the app is accessed, used, and performing, so we can maintain, operate, and improve it.

Advertising Measurement: Used to measure which marketing campaigns lead people to install Bond by Voice or subscribe. As described in Section 9.5 and Section 14, this category does not operate on screens where a child may be listening to or viewing content.

9.3 Our Analytics and Measurement Partners

Below are the companies whose SDKs are integrated into the Bond by Voice app. This list may change from time to time as our partners change; because these companies may share information they collect with other third parties, those third parties may also receive data in connection with the Service.

- Google Firebase (https://firebase.google.com/): analytics, crash reporting, and performance. Records which screens and features are used, which story, song, or animation plays, and device information. It does not receive your account identifier, name, or email.
- Mixpanel (https://mixpanel.com/): product analytics. Records actions taken in the app and your onboarding answers, including your child's age range and gender, under an anonymous device ID. It does not receive your account identifier, name, email, or anything you type, and it does not receive playback activity.

- AppsFlyer (https://www.appsflyer.com/): attribution. Records installs, app opens, and subscription purchase events (such as which plan was purchased). It does not receive your account identifier, name, or email, or any story activity. Advertising networks receive only aggregated conversion values through Apple's SKAdNetwork and AdAttributionKit.
- RevenueCat (https://www.revenuecat.com/): manages subscriptions. Receives your account identifier and purchase information, not voice or story content.
- Apple (https://www.apple.com/): app distribution, payments, and aggregated attribution.
- Meta (Facebook/Instagram) (https://www.facebook.com): when we run advertising campaigns on Meta's platforms, Meta's SDK may report app open, onboarding completion, registration, and trial or subscription start events to Meta, with Meta's Limited Data Use setting enabled.

9.4 Your Choices

- **No tracking prompt.** Because we do not track you across other companies' apps or websites, the app does not show Apple's App Tracking Transparency prompt. Device settings such as "Allow Tracking" and "Reset Advertising Identifier" on iOS, or "Opt-out of Ads Personalization" on Android, remain available to you for other apps.
- **Analytics.** Basic analytics (such as crash reporting and aggregate feature usage) operate when you use the app, as described in this Section, and are never used to show you ads.
- **Notifications.** You can turn push notifications off in the app's Settings or in your device settings.
- **Opting out of sharing.** To opt out of any sharing described in Section 10, email contact@bondbyvoice.com.

9.5 Advertising Measurement and Children

We do not display third-party advertising within the app. Advertising measurement tools (AppsFlyer and, when we run campaigns there, Meta) never receive story, song, animation, or lullaby playback activity, and they do not run on screens where a child may be listening to or viewing content. See Section 14 for more on how we treat children's use of the Service.

10. California Privacy Rights (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, "CCPA"), gives you additional rights described below.

Categories of information. We collect the categories of personal information described in Section 5, including identifiers, account information, usage data, device data, and biometric information (voice recordings and voice models, described in Section 5B). Under the CCPA, biometric information is classified as Sensitive Personal Information. We keep each category for the periods described in Section 8.

Your rights. You may request to: know what personal information we collect, use, disclose, and sell or share about you; delete your personal information; correct inaccurate personal information; opt out of the sale or sharing of your personal information; and limit the use of your Sensitive Personal Information to purposes necessary to provide the Service. We will not discriminate against you for exercising these rights.

Sale and sharing. We do not sell personal information for money. When we run advertising campaigns on Meta's platforms, we use Meta's SDK, identified in Section 9.3, to measure their effectiveness, with Meta's Limited Data Use setting enabled. This activity may be considered "sharing" for cross-context behavioral advertising under the CCPA. AppsFlyer measures installs and subscriptions on our behalf and passes only

aggregated conversion values to advertising networks. We do not share voice recordings or voice models with any of these partners. You can opt out of this sharing at any time by emailing contact@bondbyvoice.com.

Sensitive Personal Information. We use voice recordings and voice models only to provide the voice personalization features you request, not to infer characteristics about you or for any purpose unrelated to the Service. You may still request that we limit this use by emailing contact@bondbyvoice.com.

Global Privacy Control. Where our website collects data covered by Section 10 (for example, through future functionality), we will honor a Global Privacy Control (GPC) signal received from your browser as a valid request to opt out of sale or sharing for that browser or device. Because our website is currently a pass-through page that does not collect personal information, GPC currently has no practical effect on our website, but we will honor it if and when that changes.

How to exercise these rights. Email contact@bondbyvoice.com. We may need to verify your identity before completing certain requests. You may designate an authorized agent to make a request on your behalf as permitted by law.

10A. Other U.S. State Privacy Rights

If you live in a state with a consumer privacy law (for example, Virginia, Colorado, Connecticut, Utah, Texas, or Oregon), you may have rights similar to those in Section 10, including the right to access, correct, delete, and obtain a copy of your personal information, and to opt out of targeted advertising, sale, or profiling. To use these rights, email contact@bondbyvoice.com. If we decline your request, you may appeal by replying to our decision with the word "Appeal," and we will respond as required by your state's law.

11. Where Your Data Is Processed

Your data may be processed outside your state or country by us or by our service providers, including the voice and speech-processing providers described in Section 5B, with appropriate safeguards in place as required by applicable law.

12. Security

We use industry-standard protections, but no system is 100% secure.

13. Security Incident Notification

If we become aware of a breach of security compromising personal information, including biometric data, we will notify affected users and, where required, applicable regulators without unreasonable delay and within any timeframe required under applicable U.S. state breach notification laws. Notification will describe the nature of the incident and the steps we recommend you take, to the extent known at the time of notice.

14. Children's Privacy

1. Bond by Voice content (stories, animations, songs, and lullabies) is created for young children, ages 0 to 5, to listen to. The app itself, however, is designed to be operated exclusively by adults: parents, grandparents, and other caregivers. Children do not create accounts, record or upload voices, make purchases, or interact with advertising within the app. All account registration, voice recording, subscription management, and settings are performed by the registering adult, not the child. Accounts may only be created by adults who are at least 18 or the age of majority where they live (see our Terms of Use, Section 3).

2. **We do not collect biometric voice data from or of any person under 18 years of age, from any source.** Our Terms of Use expressly prohibit submitting the voice of a minor, including by that minor's own parent or legal guardian, and if we become aware or reasonably believe that a submitted voice belongs to a person under 18, we remove the recording and any derived voice model and may suspend or terminate the account.

3. We do not knowingly collect personal information directly from children under 13 within the meaning of the Children's Online Privacy Protection Act (COPPA). Personal information, including voice recordings submitted by an adult for the purpose of creating stories for a child, is submitted by the registering adult on the child's behalf, not by the child. Information about a child, such as a first name, age range, or gender, is also provided by the registering adult and is used only as described in Section 5. The child's first name is deleted when onboarding is complete.

4. When a child listens, the app records only what is needed to run and improve it: which item played, the player type, its source, why playback stopped, and device information. This information is collected through Google Firebase without your account identifier, is used only for internal operations, is never used for advertising or shared with advertising partners, and is kept for up to fourteen (14) months. Mixpanel does not receive playback activity.

5. Bond by Voice is for entertainment purposes only and is not a medical or therapeutic tool.

15. Users Outside the United States

Bond by Voice is currently available only in the United States, and this version of our Privacy Policy applies to users there. Before we make the Service available in other countries, we will publish the additional provisions required by those countries' laws.

16. External Links

We are not responsible for third-party websites or services.

17. Changes to This Policy

We may update this Policy at any time. You are responsible for reviewing updates. Continued use means acceptance. Material changes affecting how we handle voice, biometric, children's, or state-protected data will be highlighted at the top of this Policy and, where required by law, you will be notified directly.

18. Contact Us

contact@bondbyvoice.com

19. Parental Responsibility

Parents are responsible for:

- Screen time
- Safe device usage
- Supervision

The app is not a substitute for parental care.