

Dawning — Privacy Policy

Effective date: July 24, 2026

This Privacy Policy explains what data Dawning ("the App", "the Service") collects, how Pulse Circle L.L.C-FZ ("Pulse Circle", "we", "us") uses it, and the choices you have. Dreams are intimate; we designed Dawning so that as little as possible leaves your device, and what does is used only to run the Service for you.

1. Who We Are

Pulse Circle L.L.C-FZ operates Dawning. For any privacy question or request, write to hello@pulsecircle.studio.

2. Data We Collect

Account data. When you sign in with Apple, we receive your name and e-mail as shared by Apple (you can hide your e-mail using Apple's private relay). When you sign in by e-mail, we use your address and a one-time code to verify it.

Your journal. The dreams you record, the answers you give to reflection questions, and everything derived from them (highlighted images, summaries, titles, tags, theme maps) are stored on our servers so that your journal follows you across reinstalls and devices.

Voice stays on your device. Voice recordings are transcribed entirely on your device using Apple's on-device speech models. **Audio is never uploaded to our servers** — only the resulting text of your entry is sent, exactly as if you had typed it.

Technical data. To operate the Service we store an installation identifier, app version, OS version, device locale and timezone, and subscription status (including your remaining free voice notes). Authentication uses short-lived tokens stored in the iOS Keychain on your device.

Analytics and attribution. We may use analytics and attribution tools (such as Amplitude and AppsFlyer) to understand how the App is used and how users find it. These tools receive event data (for example, "recording completed", "subscription started") and technical identifiers — never the content of your dreams. Where required, we ask for your permission (App Tracking Transparency) before any cross-app tracking.

3. How We Use Your Data

- To provide the Service: analyzing your entries with AI models to highlight images, generate reflection questions, summaries, titles and weekly theme maps.
- To keep your account and subscription working (authentication, entitlements, purchase attribution).
- To schedule your morning reminder — reminders are local notifications created on your device; we store only your chosen time.

- To improve the App through aggregated, de-identified usage statistics.

We do not sell your personal data. We do not use the content of your dreams for advertising, and we do not train third-party foundation models on your identifiable content.

4. AI Processing

To generate reflections, your entry text is processed by AI models operated by us or by trusted processing providers acting under data-processing agreements. Processing is performed solely to deliver the features of the Service to you.

5. Sharing

We share data only with: (a) service providers that host our infrastructure and process data on our documented instructions; (b) Apple, for purchases and sign-in; (c) analytics/attribution providers listed above; (d) authorities, where required by applicable law. We never sell personal data.

6. Retention and Deletion

Your journal is kept for as long as your account is active. Deleting your account in the App (Account → Delete account) permanently deletes your entries, answers, maps and profile from our production systems; residual copies in encrypted backups expire on a rolling basis. You can also request deletion or a machine-readable export of your data by writing to hello@pulsecircle.studio.

7. Security

Data is encrypted in transit (TLS). Access tokens are kept in the iOS Keychain. Access to production data is restricted to the minimum necessary personnel and is logged.

8. Your Rights

Depending on where you live (including under the GDPR and the CCPA/CPRA), you may have the right to access, correct, delete, export, or restrict the processing of your personal data, to object to processing, and to lodge a complaint with a supervisory authority. To exercise any right, contact hello@pulsecircle.studio; we respond within the timeframes required by applicable law. We do not discriminate against you for exercising your rights.

9. Children

Dawning is not directed at children under 13, and we do not knowingly collect data from them. If you believe a child has provided us personal data, contact us and we will delete it.

10. International Transfers

Our infrastructure may be located outside your country. Where data is transferred internationally, we rely on appropriate safeguards such as standard contractual clauses.

11. Changes to This Policy

We may update this Policy from time to time. If we make material changes, we will notify you in the App before they take effect. The current version is always available at <https://dawning.pulsecircle.studio/privacy>.

12. Contact

Pulse Circle L.L.C-FZ

E-mail: hello@pulsecircle.studio

Website: <https://dawning.pulsecircle.studio>