

Dawning — Privacy Policy

Effective date: October 2, 2026

This Privacy Policy explains what data the Dawning mobile application and the Dawning website at <https://dawning.pulsecircle.studio> (together, "Dawning" or the "Service") collect, 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 in the App

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, readings, 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 entries). Authentication uses short-lived tokens stored in the iOS Keychain on your device.

Analytics and attribution. We use analytics and attribution tools (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. To attribute subscriptions to the ads that led to them, our servers send AppsFlyer subscription events together with your device's identifier for vendor (IDFV), IP address and App Tracking Transparency status. We ask for your permission through App Tracking Transparency before any cross-app tracking, and you can change your choice at any time in iOS Settings.

3. Data We Collect on Our Website

Your answers and your demo dream. On the website you can answer a few questions (what brings you to Dawning, the areas of life on your mind, how often you remember dreams) and record one dream with your answers to guiding questions. We store this under a temporary guest profile on our servers so that the Service can analyze the dream and show you a reading, exactly as it does in the App.

Your e-mail. If you enter your e-mail, we use it to save your reading, to send you transactional e-mails (purchase confirmation, sign-in instructions, a reminder before your introductory period ends, and reminders you ask for), and as your sign-in for the App. We send occasional tips on remembering dreams only if you tick the box for them; you can unsubscribe at any time.

Purchases. Website payments are processed by Stripe. Stripe collects your card or wallet details directly; we receive only a customer reference and the status of your subscription and payments. We never receive or store your card number.

Visit and advertising data. We record how you arrived (the ad campaign parameters in the link, such as utm tags and the Meta click identifier), your IP address and your browser's user agent, and the steps of the website you completed.

What happens to guest data. If you do not leave an e-mail, your answers and demo dream are deleted within 48 hours. If you leave an e-mail but do not purchase, they are deleted within 30 days. If you purchase, they are kept with your subscription and moved into your account when you sign in to the App with the same e-mail.

4. Cookies and Similar Technologies on Our Website

We use your browser's local storage to keep your progress through the website (for example, so that returning from your bank's payment confirmation brings you back to where you were). We use the Meta Pixel, which sets cookies, to measure how our ads perform, and Stripe uses cookies to prevent fraud during payment. Visitors from the United Kingdom and the European Economic Area are asked for consent before advertising cookies are set and can reject them; the website works fully without them.

5. How We Use Your Data

- To provide the Service: analyzing your entries with AI models to highlight images, generate reflection questions, readings, summaries, titles and weekly theme maps.
- To keep your account and subscription working (authentication, entitlements, payments, purchase attribution).
- To schedule your morning reminder — in the App, reminders are local notifications created on your device; we store only your chosen time.
- To measure our advertising: when you start a checkout or purchase on our website, we tell Meta about it (through the Meta Pixel and the Meta Conversions API), with the purchase amount, the campaign identifiers, cookie identifiers, your IP address, browser user agent and a

hashed (SHA-256) version of your e-mail. Meta uses this to report which ads led to purchases and to show our ads to people likely to find Dawning useful. We never send Meta the content of your dreams or your answers.

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

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

6. AI Processing

To generate reflections, your entry text — including a dream recorded on our website — 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.

7. Sharing

We share data only with: (a) service providers that host our infrastructure, process AI requests and deliver our e-mails (Postmark), acting on our documented instructions; (b) Apple, for in-app purchases and sign-in; (c) Stripe, for website payments and fraud prevention; (d) Amplitude, AppsFlyer and Meta, for analytics and advertising measurement as described above; (e) authorities, where required by applicable law. We never sell personal data for money.

8. 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. Guest data from the website is deleted as described in Section 3. Records of payments are kept for as long as tax and accounting laws require, even after you delete your account. You can also request deletion or a machine-readable export of your data by writing to hello@pulsecircle.studio.

9. Security

Data is encrypted in transit (TLS), and the content of your dreams is encrypted at rest on our servers. Access tokens are kept in the iOS Keychain. Access to production data is restricted to the minimum necessary personnel and is logged.

10. 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. Sharing visit and purchase data with Meta for advertising measurement may be considered "sharing" for cross-context behavioral advertising under California law; you can opt out by writing to hello@pulsecircle.studio with the

subject "Do not share". 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.

11. 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.

12. International Transfers

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

13. 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, on our website or by e-mail before they take effect. The current version is always available at <https://dawning.pulsecircle.studio/privacy>.

14. Contact

Pulse Circle L.L.C-FZ

E-mail: hello@pulsecircle.studio

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