

Dawning — Terms of Service

Effective date: July 24, 2026

These Terms of Service ("Terms") govern your use of the Dawning mobile application ("Dawning", the "App", the "Service"), operated by Pulse Circle L.L.C-FZ ("Pulse Circle", "we", "us"). By downloading, accessing or using Dawning you agree to these Terms. If you do not agree, do not use the App.

1. What Dawning Is

Dawning is a dream journal built on a structured reflection method. You record your dreams by voice or text; the App highlights recurring images, offers guiding questions, and assembles your entries into summaries and thematic maps over time.

Dawning supports self-reflection. It does not interpret dreams as predictions, and it does not provide medical, psychological or therapeutic advice of any kind.

2. Not a Medical Service

Dawning is not a healthcare product. The reflections, questions, summaries, titles and theme maps generated by the Service are automated aids for journaling, not diagnoses, treatment or professional guidance. If you experience distress, persistent nightmares, or any mental-health concern, please seek help from a qualified professional. If you are in crisis, contact your local emergency services or a crisis hotline immediately.

3. Eligibility

You must be at least 18 years old, or the age of legal majority in your jurisdiction, to use Dawning. If you are between 13 and 18, you may use the App only with the consent and supervision of a parent or legal guardian. Dawning is not directed at children under 13.

4. Your Account

You can sign in with your Apple ID or with your e-mail address using a one-time code. You are responsible for keeping access to your device and e-mail secure. You agree to provide accurate account information and to notify us at hello@pulsecircle.studio if you suspect unauthorized use of your account.

You can delete your account at any time in the App (Account → Delete account). Deleting your account permanently removes your entries, answers and maps as described in our Privacy Policy.

5. Subscriptions, Free Trial and Free Tier

- Parts of Dawning are free: typing your dreams and keeping your journal does not require a subscription. The free tier includes a limited number of voice recordings.

- The full experience — unlimited voice recording and full access to your dream maps — requires a paid subscription: **US \$39.99 per year** (price may vary by country and is shown in the App Store before purchase), which begins with a **14-day free trial** for new subscribers.
- Payment is charged to your Apple ID account at confirmation of purchase. The subscription renews automatically for successive one-year periods unless it is cancelled at least 24 hours before the end of the current period. Your account is charged for renewal within 24 hours prior to the end of the current period.
- You can manage or cancel your subscription at any time in your App Store account settings (App Store → your profile → Subscriptions). If you cancel, you keep access until the end of the paid period.
- If you cancel during the free trial, you will not be charged. Any unused portion of a free trial is forfeited when you purchase a subscription, where applicable.
- Refunds are handled by Apple under the App Store terms; we cannot issue refunds directly.

6. Your Content

Your dreams, answers and notes belong to you. By using the Service you grant Pulse Circle a limited, non-exclusive license to store and process your content solely to provide the Service to you — for example, to transcribe on your device, to analyze your entries in order to highlight images, generate questions, summaries, titles and theme maps, and to keep your journal in sync. We do not sell your content and we do not use your dream texts for advertising.

7. Acceptable Use

You agree not to: (a) use the Service for any unlawful purpose; (b) attempt to gain unauthorized access to our systems or other users' data; (c) reverse-engineer, scrape, or interfere with the operation of the Service; (d) use the Service to store or transmit malicious code or unlawful content.

8. Intellectual Property

The App, including its design, text, graphics, method descriptions and software, is owned by Pulse Circle or its licensors and is protected by applicable intellectual-property laws. These Terms do not grant you any rights in the App other than the limited right to use it in accordance with these Terms.

9. Disclaimers

The Service is provided "as is" and "as available". To the maximum extent permitted by law, we disclaim all warranties, express or implied, including fitness for a particular purpose and non-infringement. Automated analysis can be inaccurate, incomplete or unexpected; you are solely responsible for how you interpret and act on any content generated by the Service.

10. Limitation of Liability

To the maximum extent permitted by law, Pulse Circle shall not be liable for any indirect, incidental, special, consequential or exemplary damages, or for loss of data, profits or goodwill, arising out of or in connection with your use of the Service. Our total aggregate liability for any claims relating to the Service shall not exceed the amount you paid us in the twelve months preceding the claim.

11. Termination

You may stop using the Service at any time. We may suspend or terminate your access if you materially breach these Terms, if required by law, or if we discontinue the Service. Upon termination your right to use the App ceases; provisions that by their nature should survive (including Sections 6, 9, 10 and 12) survive termination.

12. Governing Law

These Terms are governed by the laws of the United Arab Emirates, without regard to conflict-of-law rules. Mandatory consumer-protection rules of the country where you reside remain unaffected.

13. Changes to These Terms

We may update these Terms from time to time. If we make material changes, we will notify you in the App or by other reasonable means before the changes take effect. Continued use of the Service after the effective date of updated Terms constitutes acceptance.

14. Contact

Pulse Circle L.L.C-FZ

E-mail: hello@pulsecircle.studio

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