

Reellife Privacy Policy

Draft for legal review — not legal advice. Effective Date: 2026-09-22

This Privacy Policy explains how **Reellife** (“**Reellife**,” “**we**,” “**us**,” or “**our**”) collects, uses, shares, and protects information when you use the Reellife website, ordering flow, and related services (the “**Service**”), including at <https://www.reellife.me>, and this Policy at <https://www.reellife.me/privacy> (Terms at <https://www.reellife.me/terms>).

Controller / operator. The Service is operated by:

Nomiki Ltd. (also styled **NOMIKI LTD**)

Hebrew: מ"עב יקימונ.

Melchett 30, Tel Aviv, Israel (State of Israel) (*public address confirmed 2026-09-08*)

Company number: **517269692** (incorporated 5 January 2026)

Contact: hello@reellife.app

Merchant of record. Purchases are sold and invoiced by **Polar** (<https://polar.sh>) as merchant of record; Polar appears on the customer invoice / payment descriptor (Tom confirmed 2026-09-08). The Reellife Service is operated by **Nomiki Ltd.** as described above. Polar processes checkout and related payment data under its own terms and privacy notice.

By using the Service, you acknowledge this Privacy Policy. If you do not agree, do not use the Service or upload Content.

1. What this Service does

Reellife is a memory-gift Service. You upload ordered personal photos (“**Content**”). We process that Content to produce one dual-end-anchored morph / memory film with music (the “**Output**”). Current SKUs are one-time purchases (no subscription at launch):

- **Standard Film** — USD **\$39** (about ~30 seconds)
- **Extended Film** — USD **\$59** (about ~45–50 seconds)

The Service is designed primarily as a personal / gift keepsake (including first-year / baby memory films). Because family photos—especially photos of children—are sensitive, we aim to limit processing to what is needed to fulfill your order and support the Service.

2. Information we collect

2.1 Information you provide

Depending on how you use the Service, we may collect:

- **Account / order contact details** — such as email address and name (if provided).
- **Order details** — selected SKU, payment status, order identifiers, delivery / share-link status, and related support messages.

- **Content you upload** — personal photos and any captions, ordering instructions, occasion notes, or similar text you submit so we can produce the Output.
- **Communications** — emails or other messages you send to hello@reellife.app (or other published contact channels), including privacy or deletion requests.

2.2 Information collected automatically

When you visit or use the Service, we and/or our providers may automatically collect:

- **Device and log data** — IP address, browser type, device type, approximate location derived from IP, referring URL, pages viewed, timestamps, and diagnostic / error logs.
- **Cookies and similar technologies** — see Section 8.
- **Analytics / advertising measurement data** — at launch we use **PostHog**, **Google Analytics (GA)**, and the **Meta Pixel**. We aim to minimize personally identifiable information and photo Content in advertising pixels.

We do **not** ask you to upload government ID, medical records, or other highly sensitive documents as part of the ordinary ordering flow. Please do not upload such materials.

2.3 Payment information

Checkout and payment processing are handled via **Polar** (<https://polar.sh>). We do not intend to store full payment-card numbers on Reellife systems. Polar (and any card networks it uses) process payment data under their own terms and privacy notices.

3. How we use information

We use information to:

1. **Provide the Service** — accept orders, process Content, generate Output, deliver download / viewing access, and operate private share links.
2. **Customer support** — respond to questions, troubleshoot failed renders, and handle refund or deletion requests according to our then-current policies.
3. **Security and abuse prevention** — detect fraud, spam, unauthorized access, and prohibited uses described in our Terms of Service.
4. **Service reliability and improvement** — understand performance, fix bugs, and improve product reliability **without** using your photos to train AI models (see Section 5).
5. **Communications** — send **transactional** messages only at launch (order status, delivery, support) via **Resend**. We do **not** send marketing/promotional email at launch.
6. **Legal compliance** — comply with applicable law, tax/accounting obligations, and lawful requests.

We do **not** sell your photos. We do **not** use customer photos (including children's photos) in advertising or marketing without your specific prior permission. Our default commitment is: **personal photos are not used in advertising**.

4. AI processing and third-party processors (named)

To create Output, we send uploaded photos (and limited related order metadata needed for rendering) to third-party AI video generation providers. At launch, the primary technical path is:

- **fal.ai** — infrastructure / API routing for AI video generation; and
- **Kling 2.1 Pro** (accessed via fal.ai) — AI video model used to generate morph / memory film segments.

Those providers process Content under their own terms and privacy practices. Our commercial / technical arrangements are intended so that providers process photos **to generate your Output**, not for Reellife marketing and **not for training** on your photos (see Section 5). Providers' public policies remain theirs to publish and may change; we will update this Policy when our processor stack materially changes.

Other categories of processors (to be confirmed and named before publication):

Category	Purpose	Provider(s)
Hosting / app platform	Run the website and Service	Railway
Storage	Store Content, Output, and order files	Railway volumes / disk hosted with the app (alongside hosting; region as configured on Railway — not a separate object store such as R2/S3)
Payments / MoR	Checkout, invoicing, payment processing	Polar (https://polar.sh) — merchant of record; appears on invoice
Email / messaging	Transactional and support email	Resend (transactional only at launch)
Analytics	Site usage measurement	PostHog ; Google Analytics
Advertising measurement	Conversion / ads measurement	Meta Pixel
Customer support tools	Ticketing / inbox (if used)	[PLACEHOLDER]

We share information with service providers only as needed for the purposes above, and with others when required by law, to protect rights and safety, or with your direction/consent (for example, when you share a link).

5. No training on user photos; no marketing reuse of customer photos

No model training on your photos. We do not use your uploaded photos or generated Output to train Reellife's own machine-learning models. We design our provider usage so that customer photos are processed to fulfill your order and operate the Service, **not** to train general-purpose models on your Content. For fal.ai / Kling processing, we rely on **fal's publicly stated policies** regarding customer content / training (Tom, 2026-09-22); counsel should verify current fal terms before publish if a separate contractual screenshot is required.

No advertising reuse of customer photos. We do not use your personal photos—especially photos of children—in ads, social posts, case studies, or other marketing without your specific prior permission. Public testimonials that include photos, if ever offered, will be opt-in only.

6. International transfers

Some processors named in this Policy (including **Railway**, **Resend**, **fal.ai / Kling**, **PostHog**, **Google Analytics**, **Meta Pixel**, and **Polar**) may be located outside your country, including jurisdictions such as the United States and other countries where AI, hosting, analytics, or payment providers operate. By using the Service, you understand that your information may be transferred internationally for the purposes described in this Policy.

(Provisional soft-launch notice. Counsel may later tighten Israeli Privacy Protection Law / Amendment 13 / GDPR transfer mechanisms — e.g., contractual clauses or adequacy findings. Soft launch does not strip named analytics or processors.)

7. Retention, deletion, and share links

7.1 Retention

We retain Content, Output, and related order data only as long as reasonably needed to:

- provide and deliver the Service;
- allow you to access / re-download Output for a limited period;
- provide support and prevent abuse; and
- meet legal, tax, and accounting record requirements.

Target operational retention for uploaded photos and project media: 30 days after delivery (locked 2026-09-08), unless you request earlier deletion or a longer legal hold applies. **Order / billing / financial records** may be retained for **five (5) years** for tax and bookkeeping (or longer if a longer legal hold applies).

7.2 Deletion on request

You may request deletion of your project Content and associated personal photos by emailing **hello@reellife.app** from the email used for the order (include order email, order ID, or share link if available). We will process deletion requests from active project storage within a reasonable period after verification.

Legal / tax carve-out. We may retain limited records (for example, transaction identifiers, invoices, and compliance logs) where we must do so by law or for legitimate dispute/fraud prevention, even after media deletion.

Product controls (verified 2026-09-08 by Byte against app nomiki-ai/reel-life; soft-launch wording locked 2026-09-22 — under-claim; eng fixes not required before publish).

As implemented in the product app today, and as you should assume for soft launch:

- **(a) Not publicly listed by default — verified.** Project libraries require a signed-in user and return only that user's non-deleted projects. There is no public gallery/search route. File access is gated and served with private cache headers.
- **(b) Private share links — soft-launch limitation (explicit).** You can create, replace, copy, and revoke a tokenized private share/viewing link. **Soft-deleting a project does not revoke existing share links.** A previously shared link may continue to work until you (or we) separately revoke it. Do not assume that deleting a project alone ends link access.
- **(c) Deletion / media purge — soft-launch limitation (explicit).** You can soft-delete a project (removed from your library / access-gated). Soft-delete is **not** a guarantee of an immediate hard wipe of uploaded photo files from storage. Excluding photos from a film does not itself hard-delete underlying image objects. We aim to remove media from active systems consistent with the retention periods above, but deletion from backups and residual copies may take additional time, and **immediate hard purge is not promised** at soft launch.

Landing-page and marketing trust copy must not overclaim beyond these limitations.

7.3 Share-link warning

If the Service provides a private viewing or gift link, anyone who obtains that link may be able to view the Output. Treat share links like private invitations. If a link is forwarded, screenshotted, or posted publicly, we cannot control further disclosure. Request deletion / link disablement promptly if a link is compromised: hello@reellife.app.

8. Cookies, analytics, and advertising technologies

We may use cookies, local storage, pixels, and similar technologies for essential site function, security, preferences, analytics, and (if enabled) advertising measurement.

- **Essential cookies** — needed for checkout, session integrity, and security.
- **Analytics** — **PostHog** and **Google Analytics**.
- **Advertising / conversion pixels** — **Meta Pixel**. We aim to minimize PII in ad pixels and avoid sending photo Content to ad platforms.

You can control cookies through your browser settings. Blocking some cookies may degrade Service functionality. A **cookie / consent banner will be added for launch** (Tom, 2026-09-22); this Policy will be updated to describe the banner once live. Counsel should confirm markets and consent categories.

9. Children's privacy and photos of children

Adult-only accounts and orders. The Service is intended for adults. We do not knowingly create accounts or accept orders from children under **18**. If you believe a child has submitted an order or personal data directly, contact hello@reellife.app and we will take appropriate steps to delete the information.

Photos of children uploaded by adults. Many memory gifts include photos of babies or children. If you upload such photos, you represent that you are an adult with parental / legal authority (or other lawful right and consent) to upload and process those images for this personal gift purpose. We process children's images only to create and support your Output—not for marketing, and not for model training (see Section 5).

10. Your rights and choices

Depending on where you live, you may have rights to:

- access personal information we hold about you;
- correct inaccurate information;
- request deletion of Content or personal information;
- object to or restrict certain processing;
- receive a portable copy of certain data; and/or
- withdraw consent where processing is consent-based.

To exercise these rights, email hello@reellife.app. We may need to verify your identity (for example, by confirming control of the order email). We will respond within a reasonable period and as required by applicable law (often within about 30 days where that timeframe applies).

You may also have the right to lodge a complaint with a supervisory authority (for example, the Israeli Privacy Protection Authority for residents of Israel, or your local data protection authority in the EEA/UK).

California and similar US state rights (CCPA/CPRA)

Checkout is not geo-blocked; California residents (and residents of other US states with similar laws) may have additional rights, including rights to know, delete, correct, and to opt out of certain “sale” or “sharing” of personal information for cross-context behavioral advertising.

Sale / sharing. We do not sell personal information for money. We use advertising and analytics technologies (including **Meta Pixel**, and may include similar tools) that some US state laws treat as a “sale” or “sharing” of personal information for targeted advertising.

Opt out. To opt out of sale or sharing of personal information for targeted advertising, email hello@reellife.app with a clear request (for example, subject “Do Not Sell or Share My Personal Information”) and enough detail for us to locate your account or order (such as the email used at checkout). We will process verified requests as required by applicable law. We will not discriminate against you for exercising these rights.

(Soft-launch: CCPA/CPRA sale/share opt-out by email is live in this Policy. Cookie banner + any Do Not Sell/Share UI / Global Privacy Control (GPC) wiring will be added when the banner ships — Tom / Byte. Counsel may tighten disclosures then.)

11. Security

We use commercially reasonable technical and organizational measures designed to protect Content and personal information, which may include HTTPS, access controls, private link tokens, limited provider payloads, and operational monitoring. [PLACEHOLDER: describe only measures actually in place — do not claim SOC 2, ISO, GDPR “compliance certification,” or other unverified certifications.]

No internet transmission or storage system is perfectly secure. Please avoid uploading Content you would not want processed by the third-party providers required to create the film.

12. Third-party links and platforms

The Service may link to third-party sites (for example, Instagram [@reellifeai](#)) or rely on third-party checkout / hosting pages. Their privacy practices are governed by their own policies. We are not responsible for third-party practices.

13. Changes to this Policy

We may update this Privacy Policy from time to time. The “Effective Date” above will change when we post a revised version. Material changes will be highlighted on the Service or communicated by email where appropriate. Continued use after the Effective Date constitutes acceptance of the updated Policy to the extent permitted by law.

14. Contact

Privacy and deletion requests: **hello@reellife.app** Operator contact details: see controller block at the top of this Policy.

This document is a preparation draft for delivery to Tom Reuveni and Chief for review by a qualified lawyer. It is not legal advice and does not create an attorney–client relationship.