

## LAYBL MVP Privacy Policy

*Last Updated: 9th March, 2026*

### 1. About LAYBL

LAYBL ("we," "us") is operated by LAYBL Ltd. This webapp is currently in a "Beta" phase to test the speed and accuracy of our asset identity infrastructure. By using the app, you consent to the data practices described in this policy.

### 2. What We Collect

- Visual Data: Images or video you capture of your rooms and belongings.
- Inventory Data: Lists of items identified by our AI (e.g., "Designer Watch," "Home Cinema System").
- Performance Data: We track how long it takes to "sweep" a room to improve our capture speed.
- Contact Info: Your email address (if provided) to save your asset report and request feedback.

### 3. We use Google Gemini Flash to process your images and identify assets.

- Private Processing: We use enterprise-grade APIs. Your home photos are not used by Google to train their public AI models.
- Human Oversight: To improve accuracy during this pilot, members of the LAYBL team may review anonymised captures to verify AI identification.

### 4. We process your data based on:

1. Your Consent: Provided by you choosing to use the tool and capture your items.
2. Legitimate Interest: To develop and refine our "Asset Identity" technology and demonstrate its speed to potential industry partners.

### 5. Data Sharing & Anonymisation

We do not sell your personal data. We may share anonymised, aggregated insights (e.g., "Our 200 testers identified an average of £15,000 in underinsured assets") with insurance or banking partners to prove the value of the LAYBL infrastructure.

## 6. Your Rights & Data Deletion

You are in control. You have the right to access your data or ask us to delete it entirely at any time. To exercise these rights, please email [admin@laybl.app](mailto:admin@laybl.app).

## 7. Data Security

While we take industry-standard measures to protect your data, please remember that no web-based service is 100% secure. Avoid capturing sensitive personal items (e.g., passports, private documents) during your room sweep.

## Section 8: Beta Terms of Use

This is a Beta product provided 'as-is' for testing purposes. We are not liable for any inaccuracies in AI identification or valuation. This tool provides estimates for informational purposes and should not be used as a formal valuation for insurance claims or financial decisions.