

Privacy Policy

Lokol AI Pty Ltd (ACN 691 607 057) Last updated: August 7th, 2026

Lokol displays 'Soundbites'; content created by ambassadors, publishers, and influencers; on retail platforms to evaluate shopping impact. This policy outlines the data we collect during your visit to a store where Lokol is active.

We're an Australian company. This is our privacy policy under Australian Privacy Principle 1 of the *Privacy Act 1988* (Cth), and we're a data controller under the GDPR for people in the EEA and UK.

If you're a merchant using Lokol, how we handle your account and store information is covered in your agreement with us.

What we collect, and why

When you visit a store using Lokol, we collect an identifier for your browser, information about how content on the page performed — such as whether it was displayed, whether you interacted with it, and how long it was viewed — the page or product you're viewing, and basic device information such as browser type and screen size.

We use this to measure whether Soundbites help shoppers, to operate and improve the platform, and to report to merchants on how their content is performing. Measuring means comparing shoppers who are shown Soundbites against a control group who aren't.

We don't collect your name or payment details. We don't sell your information, and we don't use it for advertising.

Where consent is required where you live, we only set the identifier if the store's consent mechanism tells us you've agreed. Where the GDPR applies we rely on that consent; otherwise we rely on our legitimate interest in giving merchants accurate measurement of how their content performs.

Cookies and browser storage

Name	Type	Purpose	Expiry
lokol_lvid	Cookie and local storage	A random identifier for your browser, used to measure content performance. It isn't linked to your name or any account, and it's specific to the store you're visiting.	Up to 2 years

Lokol doesn't show you a consent banner of its own. The store you're visiting is responsible for obtaining any consent required where you live, and we check its consent settings before setting the identifier.

Removing it. Withdraw consent through the store's cookie or privacy settings. You can also clear the site data for that store — most browsers offer this as "clear site data" or "cookies and site data", which removes cookies and local storage together. Clearing cookies on their own won't remove it, because it's also held in local storage.

Where your information goes

We use third-party infrastructure and service providers to run the platform. Our systems and theirs operate in Australia, Singapore, the United States and other countries where those providers are located. A current list of our providers is available on request.

We remain accountable for how these providers handle information we give them, and have agreements with each of them requiring appropriate standards. For EEA and UK personal data we rely on the European Commission's standard contractual clauses.

How long we keep it

We keep this information while the store you visited is using Lokol, and delete or de-identify it within 30 days of them stopping. We action deletion requests within 30 days.

Your rights

You can ask us what we hold about you, ask us to correct it, or ask us to delete it. Because we only hold a random identifier, we may need the `lokol_lvid` value from your browser to find your records.

Depending on where you live you may also have rights to restrict or object to how we use your information, to receive a copy of it, and to withdraw consent. If you're in California, we don't sell or share your personal information, so there's no sale to opt out of, and we won't treat you differently for exercising any of these rights.

To make a request or a complaint, email us at privacy@lokol.ai. We'll acknowledge it, investigate, and respond within 30 days.

If you're not happy with our response, you can complain to the Office of the Australian Information Commissioner ([oaic.gov.au](https://www.oaic.gov.au)), to your data protection authority in the EEA, or to the Information Commissioner's Office (ico.org.uk) in the UK.

Security

We take reasonable steps to protect information from misuse, loss and unauthorised access, including encryption in transit and at rest and restricted internal access. If a breach is likely to cause serious harm, we'll notify the Office of the Australian Information Commissioner and affected people, and any other regulator we're required to.

Children

Lokol isn't directed at children under 13, or under 16 in the EEA. We don't knowingly collect their information, and will delete it if we find we have.

Changes

We update this policy from time to time. The current version is always at lokol.ai/privacy-policy, with the date it was last updated.

Contact

Privacy Officer, Lokol AI Pty Ltd privacy@lokol.ai