

Privacy Policy

This Privacy Policy describes how 25 labs LLC ("Reel25," "we," "us," or "our") collects, uses, and shares information in connection with your use of our website at reel25.com and our UGC video generation platform, API, and related services (collectively, the "Service"). By accessing or using the Service, you agree to this Privacy Policy.

If you have any questions, please contact us at support@reel25.com.

1. Information We Collect

1.1 Information You Provide

- **Account Information.** When you register for an account, we collect your name, email address, company name, and password.
- **Payment Information.** When you subscribe to a paid plan, we collect billing details such as your credit card number, billing address, and related financial information. Payments are processed by our third-party payment processor (Stripe), and we do not store full credit card numbers on our servers.
- **User Content.** When you use the Service, you may upload videos, images, audio files, voiceover scripts, and other media ("User Content") for the purpose of generating UGC videos.
- **Communications.** When you contact us via email or support channels, we collect the content of your messages, your email address, and any other information you choose to provide.

1.2 Information Collected Automatically

- **Usage Data.** We collect information about how you interact with the Service, including API calls made, features used, render jobs created, and timestamps.
- **Device and Log Data.** We automatically collect your IP address, browser type, operating system, device identifiers, referring URLs, and pages visited.
- **Cookies and Similar Technologies.** We use cookies, pixels, and similar tracking technologies to operate and improve the Service. See Section 6 for more details.

1.3 Information From Third Parties

We may receive information about you from third-party services you integrate with Reel25, such as social media platforms or cloud storage providers, to the extent you authorize such access.

2. How We Use Your Information

We use the information we collect to:

- Provide, operate, maintain, and improve the Service;
- Process your transactions and manage your subscription;
- Render and generate UGC videos based on your User Content;
- Send you technical notices, updates, security alerts, and administrative messages;
- Respond to your requests, comments, and questions;
- Monitor and analyze usage trends to improve user experience;
- Detect, investigate, and prevent fraudulent transactions, abuse, and other illegal activities;
- Comply with legal obligations and enforce our Terms and Conditions.

3. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties. We may share your information in the following circumstances:

- **Service Providers.** We share information with third-party vendors who perform services on our behalf, such as payment processing (Stripe), cloud hosting, analytics, and customer support. These providers are contractually obligated to use your information only to provide services to us.
 - **Legal Requirements.** We may disclose your information if required by law, regulation, legal process, or governmental request.
 - **Business Transfers.** If we are involved in a merger, acquisition, bankruptcy, or sale of assets, your information may be transferred as part of that transaction.
 - **With Your Consent.** We may share your information for any other purpose with your explicit consent.
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4. User Content and Data Processing

4.1 Your Content

You retain all ownership rights to your User Content. We process your User Content solely to provide the Service (i.e., to generate videos as requested). We do not use your User Content for training machine learning models, advertising, or any purpose unrelated to delivering the Service.

4.2 Generated Videos

Videos generated through the Service belong to you. We may temporarily store rendered outputs on our servers for delivery purposes and will delete them in accordance with our data retention policies.

4.3 Aggregated Data

We may create aggregated, de-identified, or anonymized data from your information (e.g., usage statistics, render performance metrics). Such data does not identify you personally, and we may use it for any lawful purpose, including improving the Service.

5. Data Retention

We retain your personal information for as long as your account is active or as needed to provide the Service. Upon account deletion, we will delete or anonymize your personal information within 90 days, except where we are required to retain it for legal, tax, or compliance purposes.

User Content (uploaded media files) is retained only as long as necessary to complete the requested render jobs. Rendered video outputs are available for download for a limited period and then automatically deleted from our servers.

6. Cookies and Tracking Technologies

We use the following types of cookies:

- **Essential Cookies.** Required for the Service to function properly (e.g., authentication, session management).

- **Analytics Cookies.** Help us understand how visitors interact with the Service so we can improve it.

You can control cookies through your browser settings. Disabling certain cookies may affect the functionality of the Service.

We honor "Do Not Track" browser signals where technically feasible.

7. Data Security

We implement industry-standard technical and organizational measures to protect your information against unauthorized access, alteration, disclosure, or destruction. These measures include encryption in transit (TLS/SSL), secure server infrastructure, access controls, and regular security assessments.

However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security.

8. Your Rights and Choices

Depending on your location, you may have the following rights:

- **Access.** Request a copy of the personal information we hold about you.
- **Correction.** Request that we correct inaccurate or incomplete personal information.
- **Deletion.** Request that we delete your personal information, subject to certain exceptions.
- **Portability.** Request a copy of your data in a structured, machine-readable format.
- **Opt-Out.** Opt out of marketing communications at any time by clicking the "unsubscribe" link in our emails or contacting us.
- **Restriction.** Request that we restrict the processing of your personal information in certain circumstances.

To exercise any of these rights, contact us at support@reel25.com. We will respond to your request within 30 days.

9. International Data Transfers

Reel25 is operated from the United States. If you access the Service from outside the United States, your information may be transferred to, stored, and processed in the United States or other countries where our service providers operate. By using the Service, you consent to such transfers.

Where required by applicable law, we use appropriate safeguards (such as Standard Contractual Clauses) for international data transfers.

10. California Privacy Rights (CCPA/CPRA)

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA):

- **Right to Know.** You may request details about the categories and specific pieces of personal information we have collected about you.
- **Right to Delete.** You may request deletion of your personal information.
- **Right to Opt-Out of Sale or Sharing.** We do not sell or share your personal information as defined under the CCPA/CPRA.
- **Non-Discrimination.** We will not discriminate against you for exercising your privacy rights.

To submit a request, contact us at support@reel25.com.

11. European Privacy Rights (GDPR)

If you are located in the European Economic Area (EEA), United Kingdom, or Switzerland, we process your personal data on the following legal bases:

- **Performance of a Contract.** To provide the Service to you.
- **Legitimate Interests.** To operate, improve, and secure the Service.
- **Consent.** Where you have provided explicit consent (e.g., for marketing emails).
- **Legal Obligation.** To comply with applicable laws.

You have additional rights under the GDPR, including the right to lodge a complaint with a supervisory authority.

12. Children's Privacy

The Service is not directed to individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that a child has provided us with personal information, we will take steps to delete it. If you believe a child has provided us with personal information, please contact us at support@reel25.com.

13. Third-Party Links and Services

The Service may contain links to third-party websites or services that are not owned or controlled by Reel25. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you access.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by posting the updated policy on our website and updating the "Last Updated" date. Your continued use of the Service after such changes constitutes your acceptance of the revised policy.

15. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us:

25 labs LLC (Reel25) 228 Park Avenue South New York, NY 10003 United States

Email: support@reel25.com