

# **Yellah Privacy Policy**

## **1. Introduction**

Yellah (“we,” “our,” “us”) provides content moderation, content management, and social media workflow tools for businesses. This Privacy Policy explains how we collect, use, store, and protect information when you use our platform, website, and services.

By using Yellah, you agree to the practices described in this policy.

## **2. Information We Collect**

### **2.1 Information You Provide**

- Account information (name, email, password)
- Organization details
- Content submitted for moderation
- Social media account connections (e.g., Facebook, Instagram, LinkedIn)
- Billing and payment information (processed securely by third-party providers)

### **2.2 Information Collected Automatically**

- Log data (IP address, browser type, device information)
- Usage analytics
- Cookies and similar technologies

### **2.3 Information From Third-Party Integrations**

When you connect external accounts (e.g., Facebook Pages, Instagram Business Accounts), we may receive:

- Profile information
- Page or account metadata
- Content and engagement data
- Permissions you authorize

We only access data required to provide the service.

## **3. How We Use Your Information**

We use collected data to:

- Provide and improve our platform

- Perform content moderation and analysis
- Authenticate users
- Manage integrations with third-party platforms
- Process payments
- Provide customer support
- Ensure platform security and compliance

We **never** sell your data.

## 4. How We Share Information

We may share information with:

- Service providers (hosting, analytics, payment processors)
- Third-party platforms you connect (e.g., Meta, LinkedIn)
- Law enforcement when required by law

We do **not** share personal data with advertisers.

## 5. Data Security

We use industry-standard security practices, including:

- Encryption in transit and at rest
- Access controls
- Audit logging
- Secure infrastructure

No system is 100% secure, but we take every reasonable measure to protect your data.

## 6. Data Retention

We retain data only as long as necessary to provide services or comply with legal obligations. You may request deletion at any time.

## 7. Your Rights

Depending on your location, you may have rights to:

- Access your data
- Correct your data
- Delete your data
- Export your data
- Withdraw consent

Contact us at **support@yellahcms.com** to exercise these rights.

## **8. Children's Privacy**

Yellah is not intended for individuals under 13. We do not knowingly collect data from children.

## **9. Changes to This Policy**

We may update this Privacy Policy periodically. Continued use of the platform means you accept the updated policy.

## **10. Contact Us**

For questions or concerns: **Yellah LLC** support@yellahmsp.com