

OKAPI PRIVACY POLICY

Effective date: 4 February 2026

Last updated: 11 February 2026

This Privacy Policy explains how Branova Labs Limited (company number: 16818818) of Fox Smith, 43 High Street, Marlow, England, SL71BA ("Okapi", "we", "us", "our") collects, uses, shares, and protects personal data when you use the Okapi website, mobile applications, and related services (together, the "Service").

Okapi is designed as a parent-led, screen-free reading companion for children aged 2–7. The Service is intended to be used by adults (parents/guardians and authorised caregivers such as childminders and educators). Children should not create accounts or use the Service unsupervised.

Important: Okapi does not sell or provide eBooks or full book text. Recommendations and reading guidance are generated based on the information you provide and Okapi's own metadata.

1) WHO WE ARE

Data controller: Branova Labs Limited

Contact email: can@branovalabs.com

Postal address: Fox Smith, 43 High Street, Marlow, England, SL71BA

If you have questions about this Privacy Policy or your data, contact us using the details above.

2) SCOPE

This Privacy Policy applies to:

- the Okapi mobile apps (iOS and Android)
- the Okapi website and landing pages
- our emails and customer support communications
- any pilots, betas, or early access programmes (if offered)

Third-party websites or services linked from Okapi (e.g., book retailers) have their own privacy policies.

3) THE DATA WE COLLECT

We collect personal data in three main ways: (A) data you provide, (B) data collected automatically, and (C) data from third parties.

3A) DATA YOU PROVIDE

Account and contact details:

- Email address
- Password (stored securely by our authentication provider; we do not store your plain-text password)

Child profiles (entered by an adult user):

- Child's age (or age range)
- Optional: child's gender/sex (if you choose to provide it)
- Optional: country/region (if you choose to provide it)
- Reading preferences and interests (e.g., animals, space, dinosaurs, friendship, phonics)
- Optional notes you choose to provide (e.g., "starting school", "nightmares", "new sibling")
- Child name is optional. We recommend using initials or a nickname.

Library and reading activity:

- Books you add (e.g., title/author/ISBN or other identifiers you provide)
- Book cover photos you capture in the app (if you use the camera feature)
- Reading logs (dates, time, completion, notes)
- Feedback (likes/dislikes, "too easy/hard")

Support communications:

- Messages you send to us (e.g., support emails)

3B) DATA COLLECTED AUTOMATICALLY

Crash reporting:

- In production, we use Firebase Crashlytics for crash reporting and diagnostics.
- Crash reports may include device information (e.g., device model, operating system version), app version, and technical logs related to the crash.

No custom in-app analytics:

- At this MVP stage we do not use custom in-app analytics tools (such as Mixpanel, Amplitude, or Sentry) to track your in-app behaviour.
- For high-level product metrics (e.g., downloads, subscriptions), we rely on App Store Connect and Google Play Console analytics.

Log and security data:

- We may process network and log data such as IP address and timestamps to help keep the

Service secure, prevent abuse, and troubleshoot issues.

- We do not collect precise GPS location data.

3C) DATA FROM THIRD PARTIES

App Store / Google Play:

- If you purchase a subscription, Apple and/or Google provide us with information needed to verify your subscription status (e.g., whether a subscription is active).

Service providers:

- Firebase Crashlytics may provide crash diagnostics.
- Our email delivery provider (AWS SES) processes email delivery and authentication.

4) HOW WE USE YOUR DATA

We use personal data to:

- Provide and operate the Service (account access, child profiles, library, reading logs)
- Generate personalised reading recommendations, reading plans, and Action Cards
- Send essential service emails (e.g., verification, security, and product updates you request)
- Respond to support requests
- Maintain security, prevent fraud/abuse, and debug issues
- Improve the Service over time (e.g., fixing crashes, improving recommendation quality)

We do not sell personal data.

5) AI PROVIDERS AND AUTOMATED PROCESSING

Okapi uses third-party AI services (currently OpenAI) to help generate recommendations and reading guidance.

What we may send to the AI provider:

- Child age (or age range)
- Optional: gender/sex
- Optional: country/region
- Interests and reading preferences
- Previously read books (e.g., titles) and reading history signals you provide
- Optional notes you choose to provide

What we do not send:

- We do not require a child's real name, and we do not send a child's name to the AI provider.
- We do not send your payment card details (subscriptions are handled by Apple/Google).

Automated processing helps us personalise suggestions. These outputs are supportive and informational. You remain responsible for selecting books and supervising reading activities.

6) LEGAL BASES FOR PROCESSING (UK GDPR)

We process personal data under the following legal bases:

- Contract: to provide the Service you request (account, recommendations, reading logs)
- Legitimate interests: to secure, maintain, and improve the Service (e.g., crash reporting, abuse prevention)
- Consent: where required (e.g., optional marketing emails). You can withdraw consent at any time.

If you are a childminder/educator, you are responsible for having the appropriate permissions from parents/guardians to input a child's information into Okapi.

7) SHARING AND DISCLOSURE

We share personal data only as necessary to operate the Service:

- Service providers (processors):
 - Firebase Crashlytics (crash reporting)
 - AWS SES (email delivery)
 - OpenAI (AI-generated recommendations and guidance)
- App stores: Apple and Google (subscription purchase and verification)

We may also disclose data if required by law, to protect rights and safety, or to prevent fraud/abuse.

8) INTERNATIONAL DATA TRANSFERS

Some of our service providers may process data outside the UK. Where required, we use appropriate safeguards to protect personal data in line with UK GDPR (for example, contractual protections).

9) DATA RETENTION

We keep personal data only as long as necessary for the purposes described in this Privacy Policy.

In general:

- Account and child profile data is retained while your account is active.
- If you delete your account, we will delete or anonymise your personal data within a reasonable period, unless we must keep it to comply with legal obligations or to resolve disputes.
- Crash reports may be retained for a limited period to help diagnose and fix issues.

Because Okapi is at an early stage, retention periods may evolve as the product matures; we will update this Privacy Policy if we make material changes.

10) SECURITY

We implement reasonable technical and organisational measures to protect personal data, including access controls and secure storage. No system is 100% secure; please use a strong password and keep your login details confidential.

11) YOUR RIGHTS

If you are in the UK (or otherwise covered by UK GDPR), you may have rights to:

- Request access to your personal data
- Request correction of inaccurate data
- Request deletion ("right to be forgotten")
- Object to or restrict processing in certain circumstances
- Request data portability
- Withdraw consent (where processing is based on consent)

To exercise your rights, contact us at [privacy@yourdomain.com].

12) CHILDREN'S PRIVACY

Okapi is not directed to children and does not allow children to create accounts. Child profile data is provided by an adult user. We recommend using a nickname or initials rather than a child's full name.

If you believe a child has provided personal data directly to Okapi without adult authorisation, contact us and we will take steps to delete it.

13) COOKIES AND WEBSITE TRACKING

If you use our website, we may use essential cookies and similar technologies needed for the site to function. Any additional cookies (e.g., analytics cookies) will be described on the website and, where required, will be used only with your consent.

14) CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. If changes are material, we will take reasonable steps to notify you (for example, via the Service or email). Your continued use of the Service after an update means you accept the updated policy.

15) CONTACT

Privacy questions: can@branovalabs.com

General support: can@branovalabs.com

Postal address: Fox Smith, 43 High Street, Marlow, England, SL71BA

If you are in the UK and are not satisfied with our response, you have the right to complain to the Information Commissioner's Office (ICO).