

Privacy Policy

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Paper Planes Media Inc. ("Paper Planes," "we," "us," or "our") provides the Paper Planes iOS app, share extension, backend services, saved analysis history, discussion features, and related support services (the "Services"). The Services are intended for users in the United States.

This Privacy Policy explains what personal information we collect, how we use it, how we disclose it, and the choices available to you. It does not apply to websites, apps, payment systems, AI providers, search providers, maps, stores, or other third-party services that we do not control.

Information We Collect

Account and authentication information

When you sign in, we may collect identifiers and contact information from Sign in with Apple, such as your Apple account identifier, email address, display name, app user ID, authentication status, and related security tokens. If you verify a phone number, we collect your phone number, verification status, and verification timestamps.

Contacts and matching information

If you grant Contacts permission, the app reads contact names and phone numbers from your device so you can start discussions with people you know. Contact names are used in the app UI. To check which contacts are already on Paper Planes, the app sends normalized phone numbers to our backend lookup service. You can revoke Contacts permission in iOS Settings.

Shared content, analysis, and transcription information

When you share content into Paper Planes or use the Services, we may collect URLs, titles, text, files, audio, transcripts, source labels, location attached to the share if you choose to include it, generated analysis results, cards, citations, actions, saved history records, and related metadata. You should not share content that you do not want processed by Paper Planes or its service providers.

Discussions and user content

If you use discussions, we collect messages, reactions, discussion and group membership, participant names, reports, block and safety actions, read state, notification preferences, push notification tokens, and related event data needed to deliver, moderate, and synchronize discussions.

Subscription and entitlement information

Paper Planes Premium is sold through Apple in-app purchase. Apple processes payment information. We receive and store information needed to validate and honor your entitlement, such as product identifiers, transaction identifiers, Apple-signed transaction data, subscription status, expiration, revocation, and refund status. We do not receive your full payment card details from Apple.

Device, usage, analytics, and diagnostics

We may collect device and app information, app environment, identifiers linked to your Paper Planes account, feature events, card interaction events, error information, IP address, logs, and diagnostics. We use PostHog for analytics where configured. We configure analytics to avoid automatic screen capture, element capture, surveys, and session replay.

Location information

Paper Planes may request location only when you choose to include location in share analysis or use location-based actions, such as nearby places or maps. You can decline or revoke location permission in iOS Settings. Some features may be less useful without location.

Support and communications

If you contact us, we collect the information you provide, such as your name, email address, request details, and any attachments or context needed to respond.

How We Use Information

We use personal information to:

- provide, maintain, secure, and improve the Services;
- authenticate users and protect accounts;
- analyze shared content, generate cards, transcribe audio, and save results;
- operate discussions, groups, reactions, notifications, reporting, blocking, and moderation;
- match contacts to existing Paper Planes users when you choose to use contact-based discussion features;
- verify Premium subscriptions, apply feature limits, restore purchases, and respond to Apple subscription events;
- provide support, troubleshoot issues, and communicate with you;
- detect abuse, spam, security incidents, or policy violations;
- comply with legal obligations and enforce our Terms of Use;
- measure product performance and understand feature usage.

AI, Search, and Transcription Providers

Paper Planes uses third-party AI, search, location, commerce, and transcription providers to create results. Depending on the feature, shared content, URLs, audio, transcripts, prompts, generated outputs, location you choose to include, and relevant metadata may be sent to providers such as OpenAI, Azure OpenAI, Perplexity, xAI/Grok, ElevenLabs, Google Places/Maps, and similar providers that support the Services.

Paper Planes asks for your permission before using third-party AI/search data sharing for new analysis and transcription. You can withdraw that permission in the app. If you decline or withdraw permission, Paper Planes will not perform new AI analysis or audio transcription until you enable it again. You may still be able to save content for discussion where no third-party AI/search processing is required.

AI-generated results may be inaccurate, incomplete, or out of date. Do not include sensitive information in shared content unless you want it processed for the requested feature.

How We Disclose Information

We may disclose personal information:

- to service providers that host, secure, analyze, transcribe, search, verify, notify, monitor, or support the Services;
- to Apple for Sign in with Apple, App Store purchases, subscription management, refunds, push notifications, and account token revocation where applicable;
- to Twilio or similar verification providers for phone-number verification;
- to PostHog for analytics where configured;
- to AI, search, map, commerce, and transcription providers as described above;

- to other users in discussions, groups, reactions, reports, and shared content flows according to the feature you use;
- to third-party sites or apps you choose to open from Paper Planes, such as external links, maps, or commerce pages. Those third parties process information under their own policies;
- to comply with law, legal process, or enforceable government requests;
- to protect rights, safety, security, users, or the public;
- in connection with a merger, financing, acquisition, restructuring, bankruptcy, or sale of assets.

We require service providers that process personal information for us to protect it consistent with this Privacy Policy, our instructions, and applicable law. Third-party sites, apps, stores, and external services you choose to open from Paper Planes process information under their own policies.

We do not sell your personal information, and we do not share personal information for cross-context behavioral advertising as those terms are commonly used in U.S. state privacy laws. Paper Planes does not currently display third-party targeted advertising.

Retention and Deletion

We keep personal information for as long as needed to provide the Services, maintain security, comply with law, resolve disputes, enforce agreements, and support legitimate business purposes. In general:

- saved analyses, shared content, account settings, and preferences are kept until you delete them, delete your account, or they are no longer needed for the Services;
- discussion messages, reactions, memberships, read state, and related discussion events are kept while needed to operate discussions and preserve conversation context for participants;
- reports, block records, moderation records, security logs, and abuse-prevention records may be kept after account deletion where needed to protect users, investigate misuse, comply with law, or resolve disputes;
- subscription entitlement, transaction, refund, and revocation records are kept while needed to honor purchases, support accounting, respond to Apple events, and comply with legal obligations;
- support messages are kept while needed to respond to you and maintain business records;
- logs, diagnostics, analytics events, and backup copies are kept for limited periods based on operational, security, and recovery needs, then deleted or de-identified when no longer needed.

You can delete your account in the app. Account deletion removes or anonymizes your Paper Planes account, sign-in identities, phone number, preferences, usage events, push tokens, notification preferences, group and discussion membership, and saved analyses. Previous discussion messages, reactions, and discussion events may remain visible to other participants, but your display name is replaced with "Deleted user." Some records may be retained where required for legal, security, financial, backup, fraud-prevention, or dispute-resolution purposes.

Deleting your Paper Planes account does not cancel any Apple subscription. Apple subscriptions are managed separately through your Apple Account subscriptions settings.

Your Choices

App permissions

You can manage iOS permissions, including Contacts, Location, Notifications, and Local Network access, in iOS Settings. Disabling a permission may limit related features.

AI/search processing

You can enable or disable AI/search processing in the app. Disabling it stops new AI analysis and transcription until you enable it again.

Phone number and contacts

You can remove your verified phone number in the app where available. You can revoke Contacts access in iOS Settings.

Premium subscriptions

You can manage or cancel Premium through Apple subscriptions settings. Refund requests for App Store purchases are handled by Apple through Apple's refund process.

Access, correction, deletion, and privacy requests

Depending on where you live, you may have rights to request access to personal information, correction, deletion, portability, information about disclosures, restriction of certain uses of sensitive information, opt out of certain sales or sharing, appeal a denied request, or use an authorized agent. To make a privacy request, contact us at contact@paperplanes.me. We may need to verify your identity before fulfilling a request.

U.S. state privacy rights

Paper Planes is currently an early-stage U.S. service and may not meet every state privacy law threshold at all times. Where a state privacy law applies to us, we will honor rights available under that law, including rights to know or access personal information, correct inaccurate information, delete personal information, obtain a portable copy, opt out of sale or sharing where applicable, limit certain uses of sensitive personal information, appeal a denied request, and avoid unlawful discrimination for exercising privacy rights.

We do not sell personal information or share personal information for cross-context behavioral advertising. We do not use sensitive personal information to infer characteristics about you or for purposes beyond providing the requested Services, security, legal compliance, support, and other permitted purposes. Authorized agents may submit requests by contacting us at contact@paperplanes.me, and we may require proof of authorization and identity verification before acting.

Children

The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. The Services are intended for users who are at least 18 years old. If you believe a child provided personal information to us, contact us at contact@paperplanes.me.

Security

We use administrative, technical, and organizational safeguards designed to protect personal information. No system can be guaranteed to be completely secure.

United States Service

Paper Planes is based in the United States and the Services are intended for U.S. users. Personal information may be processed in the United States or other locations where our service providers operate.

Changes

We may update this Privacy Policy from time to time. If we make material changes, we will provide notice as required by law, such as by updating the date above, posting the revised policy, or notifying you in the app.

Contact Us

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