

Privacy Policy

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This Privacy Policy for Novelty Technologies, LLC, doing business as Storybook AI ("we," "us," or "our"), explains what personal information we collect, how we use it, who we share it with, and the rights and choices you have — including your right to access, correct, and delete your information. It applies when you:

- Visit our website at <https://storibook.ai> or any website of ours that links to this Privacy Policy
- Download and use our mobile application (Storybook AI: Create, Imagine), or any other application of ours that links to this Privacy Policy
- Use StorybookAI — an interactive storytelling platform for creating and sharing stories, characters, and storybooks with AI-generated content
- Interact with us in other related ways, including support, marketing, or events

Questions or concerns? We want you to understand exactly what happens with your information. If anything in this policy is unclear, or you would like to exercise any of your rights, contact us at contact@storibook.ai and we will help.

Table of Contents

- What Information Do We Collect?
- How Do We Use Your Information?
- What Legal Bases Do We Rely On?
- AI Features and Your Content
- When and With Whom Do We Share Your Information?
- Cookies and Tracking Technologies
- Signing In With Google or Apple
- Content Safety and Illegal Material
- Age Restrictions
- International Transfers
- How Long Do We Keep Your Information?
- How Do We Keep Your Information Safe?
- Your Privacy Rights
- How to Access, Update, or Delete Your Data
- US State Privacy Rights
- Do-Not-Track Signals
- Updates to This Policy
- How to Contact Us

1. What Information Do We Collect?

Information you provide to us

In Short: We collect the information you choose to give us when you create an account, subscribe, create content, or contact us.

- Account information. Your email address, username or display name, and password. Passwords are managed by our authentication provider (Firebase Authentication) and are never visible to us in plain text.
- Profile information. Optional details you add to your profile, such as your name, numeric age, location, biography, avatar image, profile cover, and personas you create to participate in stories. Do not provide a precise home address in your public profile.
- Content you create. Stories, characters, storybooks, personas, messages, prompts, reviews, and images you create or upload while using the Services. Content you choose to share publicly is visible to other users.
- Payment information. If you subscribe on the web, Stripe processes your payment. Apple processes App Store purchases, and Google processes Google Play purchases. We do not store your full card number. We keep records needed to confirm your subscription status and transactions.
- Communications. Messages you send us through support, feedback, or contact forms, including your name and email so we can respond.

Information collected automatically

In Short: Like most online services, we automatically receive some technical information — such as your IP address and device characteristics — when you use the Services.

- Log and usage data. Service-related, diagnostic, usage, and performance information our servers collect when you access the Services, such as pages viewed, features used, and timestamps.
- Device data. Information about the device you use, such as device type, operating system, browser type and version, and IP address.
- Approximate location. A general (city- or country-level) location inferred from your IP address. We do not collect precise GPS location.
- Push notification tokens. If you use our mobile application and allow notifications, we receive a device token so we can send them. You can turn notifications off at any time in your device settings.

We do not require phone numbers, government identifiers, health information, or biometric data as ordinary account or profile fields. We may receive this information if you choose to include it in User Content, a legal or privacy request, or a support message. Avoid submitting sensitive personal information unless it is needed for your request.

2. How Do We Use Your Information?

In Short: We use your information to run the Services, keep them safe, improve them, and communicate with you.

- To provide the Services — creating and managing your account, generating stories and images you request, saving your content, and processing subscriptions
- To keep the Services safe — moderating content, preventing fraud and abuse, and enforcing our Terms
- To improve the Services — understanding how features are used so we can make them better
- To communicate with you — responding to support requests and sending service-related notices; marketing emails always include an unsubscribe link

- To comply with law — meeting our legal obligations and responding to lawful requests

We do not sell personal information for money, and we do not use private conversations in advertising. With your advertising consent, we disclose identifiers and internet activity to advertising and measurement partners. Some privacy laws may call this "sharing," "targeted advertising," or a "sale." Section 6 explains how to opt out.

3. What Legal Bases Do We Rely On?

In Short: We only process your personal information when we have a valid legal reason to do so.

Where the General Data Protection Regulation (GDPR) or UK GDPR applies, we rely on the following legal bases:

- Consent. Where you have given us permission for a specific purpose — such as analytics cookies. You can withdraw consent at any time.
- Performance of a contract. Where processing is necessary to provide the Services you signed up for.
- Legitimate interests. Where processing is reasonably necessary for our business — such as securing and improving the Services — and does not override your rights and freedoms.
- Legal obligations. Where processing is necessary to comply with law.
- Vital interests. Where processing is necessary to protect someone's safety.

4. AI Features and Your Content

In Short: StorybookAI uses third-party AI and search infrastructure. Relevant prompts, uploads, story context, account identifiers, and safety data may be sent to those providers to produce and safeguard a result.

To generate stories, character responses, images, and related context, we may use OpenAI, Anthropic, Google, xAI, OpenRouter, and Pinecone. A routing provider may send a request to a downstream model provider. We send the information needed for the requested feature, which may include your prompt, uploaded image, story or character context, a user or content identifier, and safety metadata. We also use content-safety tooling to detect material that may violate our Terms.

Provider retention and model-improvement practices vary by provider, service plan, and configuration. We do not promise universal zero retention or exclusion from model improvement unless a feature-specific notice says so. Do not include sensitive personal information, or information about another person that you are not authorized to share, in a prompt or upload. AI-generated content can be inaccurate or unexpected and should not be relied on as professional advice.

5. When and With Whom Do We Share Your Information?

In Short: We disclose information to providers and partners that help us run, secure, measure, and fund the Services, and when law or a corporate transaction requires it. We do not sell personal information for money.

We may disclose information to the following categories of recipients. Their legal role and their own terms depend on the service they provide:

- AI and model-routing providers — including OpenAI, Anthropic, Google, xAI, and OpenRouter, to generate and safeguard the text and images you request
- Search and vector infrastructure — including Pinecone, to store and retrieve story context and related metadata
- Cloud computing and data storage providers — Google Cloud Platform and Firebase host our infrastructure and data

- Payment processors and app stores — Stripe, Apple, and Google process purchases made through their channels
- Analytics and advertising services — Firebase Analytics, Google Analytics, Reddit, and Google AdSense, when you consent, to measure usage and advertising

We may also disclose information where we believe in good faith it is required by law, or in connection with a merger, acquisition, or sale of assets — in which case this policy will continue to apply to your information and we will notify you of any change in ownership.

6. Cookies and Tracking Technologies

In Short: Some cookies are required for signing in. Firebase and Google Analytics, Reddit Pixel, and Google AdSense operate only when you allow the relevant optional category.

Essential cookies keep you signed in and save your privacy choices. Analytics and advertising cookies or scripts are optional. You can accept, reject, or change them through our cookie controls. We also treat an enabled Global Privacy Control signal as an opt-out of advertising tracking. Legacy Do-Not-Track signals are addressed separately in Section 16. Full details are in our Cookie Policy.

7. Signing In With Google or Apple

In Short: If you sign in with Google or Apple, we receive the account information that provider makes available for sign-in.

Our Services let you register and sign in using Google, and our iOS app also supports Sign in with Apple. Depending on the provider and your settings, we may receive your name, email address or private relay address, profile picture, and a unique provider identifier. We use that information to create and operate your account. We do not receive your Google or Apple password.

8. Content Safety and Illegal Material

In Short: Illegal material is prohibited on StorybookAI. We use moderation systems to help keep the platform safe, and we may review, remove, and report content that breaks the law.

You may not create, upload, or share illegal material on the Services, including — without limitation — any content that sexualizes, exploits, or endangers minors, content that infringes others' intellectual property, or content that promotes illegal activity. The full list of prohibited activities is in our Terms.

To enforce these rules, we may process content through automated moderation systems, and our team may review content that is reported or flagged. We may restrict, remove, preserve, or disclose content and account information to investigate abuse, protect people, enforce our Terms, or comply with law. When required by law, we report apparent child sexual exploitation to the National Center for Missing & Exploited Children (NCMEC) or appropriate authorities and preserve related material.

Anyone may use our account-free intimate image removal process to request removal of a real or AI-generated intimate depiction shared without consent. We use the request information to locate and assess the content, contact the requester, remove qualifying identified content, make reasonable efforts to locate and remove known identical copies within the same 48-hour response period, and meet legal or safety obligations.

9. Age Restrictions

In Short: StorybookAI is for adults. You must be at least 18 years old to use the Services.

You must be at least 18 years old to use the Services. The Services are intended for adults and are not designed for children. If we learn that a child has provided personal information, we will take appropriate steps consistent with applicable law. Those steps may include restricting the account and deleting the information, subject to legal reporting and preservation duties. If you believe a child has used the Services, contact us at contact@storibook.ai.

10. International Transfers

In Short: We and our providers may process your information in the United States and other countries where they operate.

We and our providers process information in the United States and may process it in other countries where they operate. If you access the Services from another country, your information may be transferred to a country whose data-protection laws differ from those where you live. Where required, we use transfer measures designed to provide protection consistent with this policy and applicable law.

11. How Long Do We Keep Your Information?

In Short: Retention depends on the information and why we need it. We keep it no longer than reasonably necessary, subject to legal, safety, billing, and backup requirements.

We keep personal information for as long as needed to provide the Services and for the purposes described in this policy. Retention depends on the type of information, the feature that uses it, and legal or safety requirements. When you request account deletion, we begin processing the request and remove or deidentify covered information from active systems where applicable and technically supported. Some linked records and third-party systems may require separate processing or take longer. Limited copies may remain for billing, tax, security, fraud prevention, disputes, mandatory reports, legal preservation, or backup rotation.

12. How Do We Keep Your Information Safe?

In Short: We use technical and organizational measures designed to protect your information.

We use reasonable administrative, technical, and organizational safeguards appropriate to the information we handle, including encryption in transit, access controls, and managed authentication. No system is completely secure. If we become aware of a breach affecting your personal information, we will notify you and relevant authorities when applicable law requires it.

13. Your Privacy Rights

In Short: Applicable privacy laws may let you access, correct, download, or delete personal information and object to or restrict certain processing.

Depending on where you live and which laws apply, you may have some or all of the following rights:

- Access — ask us whether we process your personal information and request a copy of it
- Correction — ask us to fix inaccurate or incomplete information
- Deletion — ask us to delete your personal information (or delete your account yourself; see Section 14)
- Portability — receive your information in a portable, machine-readable format
- Objection and restriction — object to or ask us to restrict certain processing, including direct marketing

- Withdraw consent — where processing is based on consent, withdraw it at any time without affecting the lawfulness of prior processing

We will respond to verified requests within the time required by applicable law. We will never discriminate against you for exercising your rights. If you are in the EEA, UK, or Switzerland and believe we have not resolved your concern, you also have the right to lodge a complaint with your local data protection authority.

14. How to Access, Update, or Delete Your Data

In Short: You can manage information directly in the app, start account deletion in settings, or email us with a privacy request.

- Update your information at any time from your profile and account settings.
- Delete your account from your account settings. This starts removal of your profile and core account content from active systems and attempts to cancel a directly billed subscription and remove your sign-in account. Purchases made through Apple or Google must be cancelled through that store. Some linked records, third-party systems, backups, and information subject to a legal or safety hold may take longer or require separate processing. Email us if you want us to verify completion across our systems.
- Email us at contact@storibook.ai to request access to, a copy of, correction of, or deletion of your personal information, and we will handle it for you.

15. US State Privacy Rights

In Short: Residents of certain US states have specific rights under state privacy laws, and we honor them.

Depending on where you live and whether a particular law applies to us, you may have the right to:

- Know whether we process your personal data, and access it
- Correct inaccuracies in your personal data
- Request deletion of your personal data
- Obtain a copy of the personal data you previously provided to us
- Opt out of targeted advertising and any sale of personal data
- Not receive discriminatory treatment for exercising these rights

We do not sell personal data for money. Advertising disclosures may be treated as a sale, sharing, or targeted advertising under some laws. You can opt out through our cookie controls or Global Privacy Control and exercise other rights using the methods in Section 14. If we deny a request, we will explain why. Where applicable law provides an appeal right, you may appeal by emailing us with "Privacy Appeal" in the subject line. If we deny the appeal, we will explain how to contact the appropriate regulator when required.

16. Do-Not-Track Signals

Some browsers send a legacy Do-Not-Track ("DNT") signal. Because no uniform DNT standard has been adopted, we do not respond to DNT. Global Privacy Control ("GPC") is different: when your browser sends an enabled GPC signal, we keep advertising tracking off. You can also use our cookie controls to reject analytics or advertising.

17. Updates to This Policy

In Short: We will update this policy when needed and tell you when we do.

We may update this Privacy Policy from time to time. The updated version will be indicated by the "Last updated" date at the top of this page. If a change materially affects how we use personal information, we will provide additional notice when required by law or otherwise appropriate. That notice may be sent by email or displayed prominently in the Services.

18. How to Contact Us

If you have questions or comments about this policy, or want to exercise your rights, email us at contact@storibook.ai or write to:

Novelty Technologies, LLC
11720 Amber Park Dr
Ste 160 PMB 1056
Alpharetta, GA 30009
United States