

Privacy Policy

Taptoweb Corporation – Easyapp Effective Date: August 17, 2023 **Last Updated:** March 18, 2026

Taptoweb Corporation is a corporation incorporated under the laws of the State of Delaware, United States of America.

1. Introduction

This Privacy Policy explains how Taptoweb Corporation (“we,” “us,” or “our”) collects, uses, discloses, and safeguards your personal information when you use the Easyapp platform and mobile application (collectively, the “Services”).

Please read this Privacy Policy carefully. If you do not agree with its terms, please do not access or use the Services.

About Easyapp: Easyapp is an AI-powered no-code platform that enables individuals and businesses to create, publish, and manage iOS, Android, and Web (PWA) applications without technical knowledge. The platform serves two distinct user groups:

- **App Creators** — users who register on Easyapp to build and publish mini apps
- **End Users** — individuals who access and interact with mini apps created by App Creators

This Privacy Policy applies to both groups unless otherwise specified.

2. Information We Collect

Depending on how you use the Services, we may collect the following categories of personal information.

Account and Identity Information

- Full name, username, and email address
- Profile photo

- Customer reference number

Device and Technical Information

- Device identifiers (device ID, operating system version, app version)
- IP address
- Diagnostic data and crash reports
- Usage logs and interaction data

Location Data

- Approximate or precise location, collected only when you enable location-based features such as the Map Service

Content You Provide

- Business information, descriptions, and website URLs submitted for AI-assisted app generation
- Images and media uploaded to your application
- Responses submitted through Survey or Form services
- Appointment bookings and event registration data

Payment and Transaction Information

- Subscription status and in-app purchase transaction records
- Note: Taptoweb Corporation does not store or have access to your payment card details. All subscription and in-app purchase payments are processed by Apple (App Store) or Google (Google Play). Merchant payments made through the Payment Gateways service are processed by Stripe. We receive only transaction confirmation and associated metadata.

Communications

- Support messages and correspondence submitted via in-app support or email at app@easyapp.co

3. Device Permissions

The application may request access to the following device features. Each permission is used solely to enable core functionality:

- **Location** — for Map Service functionality
- **Camera and photo library** — for uploading images to your application
- **Notifications** — for Push Notification service delivery
- **Storage** — for caching and offline use

You may modify or revoke these permissions at any time through your device settings. Revoking a permission may limit certain features.

4. How We Collect Information

We collect personal information through the following means:

- Directly from you when you create an account, build an app, complete a form, or contact support
 - Automatically through your use of the Services, including usage analytics, device data, and crash reports
 - Through our AI-assisted app generation feature when you provide a website URL (see Section 5)
 - From third-party service providers integrated into the platform (see Section 7)
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5. AI-Assisted App Generation and Website Crawling

When you choose to generate an app by submitting a website URL, our AI system automatically accesses and analyzes that website to extract publicly available content, including text, images, and business information. This content is used solely to generate the initial draft of your application.

By submitting a URL, you represent that you have the legal right to use the content found at that address for the purpose of application creation. Crawled content is processed through our AI providers (see Section 7) and is not retained beyond the generation process, except as editable content within your application.

6. How We Use Your Information

We use personal information to:

- Provide, maintain, and improve the Services
- Process your account registration, subscriptions, and in-app purchases
- Deliver AI-assisted app generation and editing features
- Send transactional communications, product updates, and support responses
- Analyze usage patterns to improve platform performance
- Detect and prevent fraud, abuse, and security incidents
- Comply with applicable legal obligations

7. Legal Basis for Processing

We process personal information based on one or more of the following legal bases:

- **Consent** — where you have provided explicit consent for a specific purpose
- **Contractual necessity** — where processing is required to deliver the Services or perform a contract with you
- **Legal obligation** — where processing is required to comply with applicable law
- **Legitimate interests** — where processing supports our legitimate business interests, including security, fraud prevention, and service improvement, provided these interests do not override your rights

We may also de-identify or aggregate personal information for analytics and product development. De-identified data cannot reasonably be used to identify an individual.

8. Third-Party Service Providers

Easyapp integrates third-party services to operate and deliver the platform. These providers may process information about your use of the Services in accordance with their own privacy policies. We enter into data processing agreements with all providers and limit their use of your data to the purposes for which they are engaged.

Service Provider	Purpose	Privacy Policy
Google (Firebase, Maps, Sign-in with	Analytics, map display,	https://policies.google.com/privacy

Google)	authentication	
Apple (App Store, Sign in with Apple)	Payment processing, authentication, app distribution	https://www.apple.com/legal/privacy
Stripe	Merchant payment processing (Payment Gateways service)	https://stripe.com/privacy
OpenAI	AI-assisted content generation	https://openai.com/policies/privacy-policy
Google Gemini / Imagen	AI-assisted content and image generation	https://policies.google.com/privacy
Analytics and crash reporting providers	Platform performance monitoring	Available upon request

We do not sell your personal information to any of these providers.

9. Platform Operator and End User Data

For App Creators: When you collect personal data from your end users through platform services — including Form, Survey, Appointment, Member, Event, or Push Notification — you act as the data controller for that end user data. Taptoweb Corporation acts as the data processor on your behalf. You are solely responsible for ensuring your data collection practices comply with applicable privacy laws and for providing your end users with an appropriate privacy notice.

For End Users of Mini Apps: If you are using a mini app created by an Easyapp user, certain data you provide — such as form submissions, appointment bookings, or membership registrations — is stored on Easyapp’s infrastructure on behalf of the mini app operator. For privacy inquiries specific to a mini app, please contact the mini app operator directly. For platform-level inquiries, contact us at app@easyapp.co.

10. Sharing of Personal Information

We may share personal information with:

- **Service providers** identified in Section 8, strictly for the purpose of operating the platform
- **Legal and regulatory authorities**, when required by applicable law, court order, or to protect our legal rights
- **Business successors**, in the event of a merger, acquisition, financing, or sale of assets, subject to appropriate confidentiality obligations

We do not sell your personal information. We do not share your personal information with third parties for targeted advertising or cross-context behavioral advertising purposes.

11. International Data Transfers

Your information may be stored and processed in the United States, where Taptoweb Corporation is headquartered, and in other countries where our service providers maintain infrastructure. If you are accessing the Services from outside the United States, please be aware that data protection laws in the United States may differ from those in your country of residence.

For transfers of personal data from the European Economic Area (EEA), the United Kingdom, or Switzerland to the United States, we implement appropriate safeguards, including Standard Contractual Clauses as approved by the European Commission, to ensure your data receives an adequate level of protection.

12. User-Generated Content

The Services allow you to create and publish application content. Any content you make publicly accessible through your published mini app may be visible to other users. You are responsible for the content you publish and for ensuring it complies with applicable laws and does not infringe the rights of third parties.

13. Cookies and Tracking Technologies

We use cookies, pixels, and similar tracking technologies to operate and improve the Services. The types of technologies we use include:

- **Strictly Necessary** — required for authentication, security, and core platform operation

- **Functional** — enable the platform to remember your preferences and settings
 - **Analytics** — help us understand how users interact with the platform and identify areas for improvement
 - **Marketing** — may be used to deliver relevant information; not used for behavioral advertising without prior consent
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14. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy, or as required by applicable law. When determining retention periods, we consider:

- The nature and sensitivity of the information
- The duration of your relationship with Easyapp
- Legal, tax, and regulatory obligations
- The need to retain data for dispute resolution or agreement enforcement

Upon account deletion, we will delete or anonymize your personal information within a reasonable time, unless retention is required by law.

Important: Deleting your account does not automatically cancel your subscription. Please cancel your subscription separately before requesting account deletion. See Section 19 for cancellation instructions.

15. Security

We implement reasonable and appropriate administrative, technical, and organizational measures to protect personal information against unauthorized access, disclosure, alteration, loss, or destruction. These measures are reviewed and updated periodically.

No transmission over the internet or electronic storage system is completely secure. While we take data security seriously, we cannot guarantee absolute security.

16. Minimum Age

The Services are intended for users aged 16 and older. We do not knowingly collect

personal information from individuals under the age of 16. This minimum age is consistent with the General Data Protection Regulation (GDPR), which establishes 16 as the default minimum age for consent to the processing of personal data in the context of information society services, subject to applicable national law (with a minimum of 13 in certain jurisdictions).

If we become aware that a person under 16 has submitted personal information to us, we will take prompt steps to delete that information. If you have reason to believe this has occurred, please contact us at app@easyapp.co.

17. Your Privacy Rights

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Right to Access** — request confirmation of whether we process your data and obtain a copy of it
- **Right to Correct** — request correction of inaccurate or incomplete personal information
- **Right to Delete** — request deletion of your personal information, subject to legal exceptions
- **Right to Data Portability** — receive your personal information in a structured, commonly used, machine-readable format
- **Right to Opt Out** — opt out of the sale of personal information or its use for targeted advertising or profiling (note: we do not engage in these activities)
- **Right to Limit Sensitive Data Processing** — where applicable under your jurisdiction
- **Right to Non-Discrimination** — we will not discriminate against you for exercising any of your privacy rights

Jurisdiction-specific frameworks:

- **GDPR (EEA and UK users):** You have the rights described above, enforceable under Regulation (EU) 2016/679
- **CCPA/CPRA (California residents):** You have rights under the California Consumer Privacy Act and California Privacy Rights Act
- **DPDPA (Delaware residents):** You have rights under the Delaware Personal Data Privacy Act, effective January 1, 2025, including the right to opt out of targeted advertising and data sales, and the right to a list of third-party categories to which we

18. Exercising Your Rights

To submit a privacy rights request, please contact us:

Email: app@easyapp.co **Subject:** Privacy Rights Request

Please include your name, email address associated with your account, and a description of your request. We will verify your identity before processing any request and will respond within the timeframe required by applicable law — generally within 30 to 45 days, with a possible extension of an additional 45 days for complex requests.

You may designate an authorized agent to submit a request on your behalf. We may require written authorization and identity verification for both you and your agent.

19. Subscription Cancellation and Account Deletion

Canceling your subscription and deleting your account are two separate actions.

Deleting your account does not cancel your subscription, and charges may continue until you cancel separately.

To cancel your subscription:

- **iOS:** Device Settings > [Your Name] > Subscriptions > Easyapp > Cancel Subscription
- **Android:** Google Play > Profile icon > Payments & subscriptions > Subscriptions > Easyapp > Cancel subscription

Your subscription remains active through the end of the current billing period following cancellation. Your content and settings are preserved and you may resubscribe at any time.

To delete your account: Navigate to Settings > My Account > Delete My Account within the Easyapp application, or contact us at app@easyapp.co. We recommend canceling your subscription before submitting a deletion request.

20. Governing Law and Jurisdiction

This Privacy Policy is governed by and construed in accordance with the laws of the State of Delaware and the applicable federal laws of the United States of America, without regard to

conflict of law principles.

Any disputes arising out of or in connection with this Privacy Policy shall be subject to the exclusive jurisdiction of the state and federal courts located in the State of Delaware, and you consent to personal jurisdiction in such courts.

21. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or the Services. When we make changes, we will update the "Last Updated" date at the top of this policy. For material changes, we will provide advance notice through the application or by email to your registered address. Your continued use of the Services after such notice constitutes your acceptance of the updated policy.

22. Contact Information

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Taptoweb Corporation Product: Easyapp **Email:** app@easyapp.co **Website:** <https://www.easyapp.ai>