

Yupp Privacy Policy

Last Revised: Aug 15, 2025

This Privacy Policy describes how Ber Sarai Labs Inc (“**Yupp**”, “**we**”, “**us**”, “**our**”) collects, uses and discloses information about you when you use our website (<https://yupp.ai> and subdomains), applications, services, tools and features, or otherwise interact with us (collectively, the “**Services**”). For the purpose of this Privacy Policy, Yupp is the data controller for your information, and “**you**” and “**your**” means you as the user of the Services. Please read this Privacy Policy carefully. By using any of the Services, you agree to the collection, use, and disclosure of your information as described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not use or access the Services.

We also may provide “just-in-time” disclosures or additional information about our information collection, use and disclosure practices. Such notices may supplement or clarify our Privacy Policy or may provide you with additional choices about how we process your information.

1. CHANGES TO THIS PRIVACY POLICY

We may modify this Privacy Policy from time to time, in which case we will update the “Last Revised” date at the top of this Privacy Policy, post the updated version on our Services and take any other steps required by applicable law. If you do not agree to any updates to this Privacy Policy, please do not continue to use or access the Services.

2. COLLECTION AND USE OF INFORMATION

When you use or access the Services, we collect certain information about you from different sources.

Information You Provide to Us

Some features of the Services may require you to directly provide certain information. You may elect not to provide this information but doing so may prevent you from using or accessing these features. Information that you directly submit through our Services includes:

- Contact information, such as your name, email address, and the name of your company, college or other organization you are affiliated with. We collect this information to provide the Services, as required to perform our contract with you, and because it is in our legitimate interest to communicate with you (including to request feedback on your use of the Services, and to inform you about new features and products or services that may be of interest).
- Account and profile information, such as email address, account handle, your country and city, town or village of residence, your Discord username, demographic information that you provide, profile picture and information about your receipt and use of Yupp

credits. We use this information to maintain your account, as required to perform our contract with you, and because it is in our legitimate interest to maintain and secure your account with us, and provide you with and personalize the Services.

- Any text, images, files or other content and information you choose to type or submit into our AI-powered tools (“**Input**”), which we use to generate and output new information or content (“**Output**”) as part of the Services. We use Input and Output and related actions that you take (such as feedback that you provide on Output or any edits to the response style) because it is in our legitimate interest to administer and improve the Services (including to fine-tune and enhance our AI models) and improve and develop our products and technology. Therefore, please avoid writing any Input that you consider confidential.
- Payment related information, such as your blockchain wallet address, your email address or phone number associated with a third party payment method (such as PayPal or a third party crypto exchange app), bank account details and payment card information. Any bank account or payment card details are collected on our behalf by our payment processor. We collect this information to enable you to cash out your Yupp credits and provide the Services, as required to perform our contract with you, and because it is in our legitimate interests to provide you with different account options and features.
- Other information you choose to provide when using the Services or in communications with us, such as when sharing feedback about your use of the Services and the Output that the Services generate, including which Output or AI model you prefer. We use this information because it is in our legitimate interest to be responsive to your queries, manage our relationship with you and improve the Services (including to fine-tune and enhance our AI models), our customer service and product offerings.

Information Collected Automatically

We and third parties automatically collect information about your interactions with the Services and emails, including through cookies, pixels, session replay technology, and other logging and tracking technologies (“**Tracking Technologies**”). Such information includes:

- Device and browser information, such as device type, operating system, screen size, unique device identifier, Internet protocol (IP) address, preferred language and browser type.
- Location information, such as approximate location and, if you choose to provide it, precise geolocation.
- Other information regarding your interaction with the Services, such as the features you use and the actions you take, log data, date and time stamps, emails you have opened and clickstream data (e.g., page requests, page views, how much time is spent on a page, content viewed or interacted with, mouse movements, text entered, etc.). This includes information collected through session replay technology to record your interactions with our Services.

We collect and use this information because it is in our legitimate interests to tailor your experience with the Services, run analytics, de-bug, carry out fraud prevention and compliance, and better understand user interactions with and improve the Services. We may associate this information with the device you use to access the Services or email accounts you use to engage with us.

For further information on how we use Tracking Technologies and your choices, see the section below, Cookies and Other Tracking Technologies.

Information Collected From Other Sources

We may obtain information about you from outside sources, including information that we received from:

- Login integration partners, such as when you access the Services through Google, which we use in our legitimate interests to maintain your account and login information.
- Social media platforms, such as when you interact with us on Discord, which we use in our legitimate interests to communicate with you and personalize our Services.

Any information received from outside sources will be treated in accordance with this Privacy Policy. We are not responsible for the accuracy of the information provided to us by third parties and are not responsible for any third party's policies or practices.

In addition to the specific uses described above, we may use any of the information described in this section to provide and improve the Services and our products offerings and to maintain our business relationship, as a matter of our legitimate interests, including by enhancing the safety and security of our Services (e.g., troubleshooting, data analysis, testing, system maintenance, reporting), preventing fraud and enhancing compliance, fine-tuning and enhancing the models that power our Services, providing customer support, sending service and other communications, monitoring and analyzing trends, conducting internal research and development, complying with applicable legal obligations, enforcing any applicable terms of service, and protecting the Services, our rights, and the rights of our employees, users or other individuals.

We may also deidentify or aggregate your information such that it cannot reasonably be linked to you, and we may use (and disclose) deidentified or aggregated information for any purpose. For example, we aggregate feedback from our users to analyze the way that our Services are being used, to better understand preferences, identify and display on our leaderboards certain insights (such as the most preferred models and fastest models), and allow users to filter these insights based on certain characteristics or demographics.

3. DISCLOSURE OF INFORMATION

We may disclose your information to third parties subject to this Privacy Policy, including:

- To third parties who provide the different third party generative AI models that help power our Services. In most cases, our Services automatically choose the AI models to use when generating Output, but you can also decide to specifically choose which AI models you want us to use. Third party AI model providers may use this information to improve their services (including using Input, Output, and feedback to train, fine-tune, and enhance their AI models). For more information, please see our [Available AI Models and Available AI Model Terms](#).
- To vendors or other service providers who help us provide the Services, including for cloud storage, system administration, security, fraud prevention and compliance, customer relationship management, management of our referral program, marketing communications, AI providers, data analytics and the deployment of Tracking Technologies.
- To Yupp users and other individuals through your use of the Services, including when you choose to make your chats public and/or if you share a link to your chats, which will result in your Input, Output and certain demographic data (such as but not limited to country of residence) being made publicly available to Yupp users and other individuals, as required to perform our contract with you. Others may store, display, reproduce, publish, disclose to third parties, or otherwise use such content, and may or may not attribute it to you. For further information on the use and display of Input, Output and other content, please see our [Terms of Service](#).
- With another user, when you sign up for our Services via a referral link or invitation, in our legitimate interests and to perform our contract with the other user. The user that referred you may receive information indicating that you have chosen to sign up for our Services.
- When you request or direct us to disclose information, such as through your use of login integrations, with your consent or to perform our contract with you.
- With other third party AI model providers and other third parties who may use the information (including, but not limited to, Input, Output, and feedback) for their own business purposes. Third party AI model providers may use this information to improve their services (including using Input, Output, and feedback to train, fine-tune, and enhance their AI models).
- To our affiliates or others within our corporate group, as a matter of our legitimate interests to efficiently provide the Services.
- To third parties in connection with or anticipation of an asset sale, merger, bankruptcy, or other business transaction, as a matter of our legitimate interests to run a successful and efficient business.
- For legal and security reasons and to protect our services and business, in our legitimate interests or as required by law. We share your information with regulators, law enforcement agencies, public authorities, or any other organizations to comply with applicable law or obligations thereunder (including cooperation with law enforcement, judicial orders, and regulatory inquiries), to protect the interests of, and ensure the safety and security, of us, our users, a third party or the public, to detect and protect against fraudulent or illegal activity, to exercise or defend legal claims, and to enforce our Terms

or other agreements.

4. COOKIES AND OTHER TRACKING TECHNOLOGY

We use Tracking Technologies, including Amplitude's session replay technology, to collect information about your browsing activities, including session recordings and information about your browsing over time and across different websites following your use of our Services. By using the Services, you agree to our use of Tracking Technologies. Most browsers accept Tracking Technologies automatically, but you may be able to control the way in which your devices permit the use of certain Tracking Technologies, such as cookies. If you so choose, you may block or delete certain Tracking Technologies from your browser; however, blocking or deleting Tracking Technologies may cause some of the Services, including login features and general functionality, to work incorrectly. Your browser settings may also allow you to transmit a "Do Not Track" signal. Like many websites, our website is not designed to respond to such signals.

5. SOCIAL FEATURES

Certain features of the Services allow you to initiate interactions between the Services and third-party services or platforms, such as features that allow you to access our Services through an email login integration, or features that allow you to access our pages on third-party platforms such as Discord ("**Social Features**"). Use of Social Features may allow a third party to collect and process your information. If you use Social Features, information you post or make available may be publicly displayed or used independently by the third-party service. Both we and the third party may have access to information about you and your use of both the Services and the third-party service. For more information, see the section below, Third Party Websites and Materials.

6. THIRD PARTY WEBSITES AND MATERIALS

We may provide links to third-party websites or platforms, or make available content, data, applications or materials from third parties. If you follow links to sites or platforms that we do not control and are not affiliated with us, you should review the applicable privacy notice, policies and other terms. We are not responsible for the privacy or security of, or information found on, these sites, or the accuracy, completeness or reliability of third-party materials. Information you provide on public or semi-public venues, such as third-party social networking platforms, may be viewable by other users of the Services and / or users of those third-party platforms without limitation as to its use. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

7. CHILDREN'S PRIVACY

Our Services are not intended for children, and we do not seek or knowingly collect any personal information from children. If we become aware that we have unknowingly collected

information from a child, in particular children under 13 years of age, we will make commercially reasonable efforts to delete such information from our database. If you are the parent or guardian of a child who has provided us with their personal information, you may contact us using the below information to request that it be deleted.

8. DATA SECURITY AND RETENTION

Please note that any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you do not use unsecure channels to send us sensitive or confidential information. Despite our reasonable efforts, no security measures are impenetrable, and we cannot guarantee “perfect security.”

We retain your information for as long as is reasonably necessary for the purposes specified in this Privacy Policy. When determining the length of time to retain information, we consider various criteria, including whether we need the information to continue to administer your account, provide the Services, resolve a dispute, enforce our contractual agreements, prevent harm, promote safety, security and integrity, or protect ourselves, including our rights, property or products.

We are based in the United States. If you access the Services outside the United States, please be aware that your information may be transferred to, stored and processed in the United States or other countries which may have data privacy or protection rules that are different from your country of residence.

9. CONTACT US

Should you have any questions about our privacy practices or this Privacy Policy, please email us at privacy@yupp.ai. If you think we have infringed applicable data protection laws, you can complain to your local data protection supervisory authority in the country in which you are based or where you think we have infringed data protection laws. Of course, we hope you will contact us first so we can resolve any issues.