PRIVACY POLICY
Shine Your Inner Light LLC

Effective Date: June 26, 2026
Last Updated: September 25, 2026

> **The short version:** We collect your name, email, usage data, and the photos you upload. **Your photo is used to make a picture, not to learn about you.** YourEnergyPhoto™ never identifies you, scans your face, or infers your health or emotions — and your photo is **never used to train AI models**, by us or by anyone we work with. Your Energy Journal is **private to you**, and you can download or delete it any time — but it is **deleted when your subscription ends**, so save anything you want to keep. Your photos are **never used to train AI models** and never sold. Payments go through WHOP. You can access, correct, or delete your data at any time by emailing support@yourenergyphoto.com.

---

1. Our Approach

We respect your privacy and are committed to protecting your data while supporting your journey of self-exploration and growth.

This Privacy Policy explains what we collect, why, and what rights you have. It applies to **YourEnergyPhoto™** (our **web application at yourenergyphoto.com**, including the YourEnergyPhoto™ Experience), our digital books, guided meditations, and our websites, including shineyourinnerlight.com (together, the "**Services**").

YourEnergyPhoto™ is a **browser-based service** — there is no mobile app to install, and we therefore do **not** collect mobile advertising identifiers (IDFA/AAID) or device-level SDK telemetry. Web cookies are covered in Section 12.

---

2. Who We Are

Shine Your Inner Light LLC, a Wyoming limited liability company, is the **controller** of personal data described in this Policy.

* **Address:** [Company mailing address — Wyoming, USA]
* **Contact:** [support@yourenergyphoto.com] (mailto:support@yourenergyphoto.com)
* **EU/UK representative (Art. 27 GDPR):** [Name and address — required if you offer the Services to EU/UK residents]

---

3. Information We Collect

Category	Examples	Source
Identity & contact	Name, email address	You
Payment	Billing details, transaction records, last 4 digits of card	**WHOP** — we never receive or store your full card number
Photographs	Images you upload, or capture with your device camera through your browser. Saved to your private Energy Journal and deleted when your subscription ends (§4.3)	You
Generated Output	YourEnergyPhoto™ images, color readings, journal entries	Created by the Services
Usage data	Pages viewed, features used, session times, referring URLs	Automatic
Device & technical	IP address, browser type, device type, operating system, approximate (city-level) location derived from IP	Automatic
Communications	Emails, support requests, survey responses	You

We do **not** intentionally collect precise geolocation, government identifiers, financial account numbers, health records, or **mobile advertising identifiers**.

---

4. Photographs — Important Notice

This section explains how we handle images, because they are the most sensitive data the Services touch.

4.1 What we do with your photos
Photographs you upload are transmitted securely and processed to generate YourEnergyPhoto™ Output. Processing happens on our infrastructure and, where applicable, on the third-party providers listed in Section 8. **We do not keep a separate copy of your photograph** — the only copy we hold is the one saved to your own Energy Journal (Section 4.3), which you can delete at any time.

4.2 How your photo is processed — and why it is never used for training

Your photograph is processed to produce your Output. **That processing may involve artificial-intelligence or machine-learning services, including third-party providers (see Section 8), and the technology we use may change over time.**

What that processing never does. Whatever technology is involved,

it does **not** identify you, recognise your face, or infer anything about your health, emotions, or body — see Section 4.4 for the full position.

Your photographs are never used to train AI. We do not use them to train, fine-tune, or develop AI or machine-learning models, and they are never sold, rented, or licensed to anyone for that or any other purpose.

This binds our providers too. Where a third party processes your photograph on our behalf, **we contractually require that they must not train on it, must not use it for their own purposes, and must not retain it beyond what is needed to return your Output.**

4.3 Your Energy Journal — where it lives, and how long we keep it

Your Energy Journal is stored in your private account area, so you can reach it from any device you log in from.

* Photographs you submit are processed to produce your Output and saved to your Journal.
* **Your Journal is private to you.** It is not visible to other users. **We do not browse, review, or use your Journal for any purpose other than providing and supporting the Service**, and staff access is restricted to what is strictly necessary to operate, secure, and support it. **[TO CONFIRM: if the Journal is end-to-end encrypted so that we are technically unable to access it, say so here — it is a significant protection and worth stating.]**
* **You can download** any photograph or Journal entry to your own computer at any time.
* **You can delete** any entry, or your entire Journal, at any time.

> **⚠️ Your Journal is deleted when your subscription ends.** We do not retain it afterwards — it is removed **[within 30 days]** of your subscription ending.
>
> **Download anything you want to keep before your subscription lapses.** Once deleted, **we cannot restore it.**

4.4 We do not perform biometric identification
YourEnergyPhoto™ is an artistic and entertainment experience: it applies a **designed visual effect** to photographs.

Although producing that effect may involve artificial-intelligence or machine-learning services, none of them performs biometric identification, and none is used to learn anything about the person in the photograph. Specifically, nothing in the Services **does** any of the following:

* Create a **faceprint, face template, face geometry scan, or

voiceprint**
* Perform **facial recognition, face matching, identity verification, or face search**
* Detect or infer **health conditions, emotions, demographics, or any biological or medical characteristic**
* Attempt to identify any person from an image, or compare an image against any database

We do **not** use any photograph to identify, verify, authenticate, or recognise a person, and we do **not** collect, capture, or store **biometric identifiers or biometric information** as those terms are defined under the **Illinois Biometric Information Privacy Act (BIPA)**, the **Texas Capture or Use of Biometric Identifier Act (CUBI)**, the **Washington My Health My Data Act**, or comparable laws. Any color, "aura," or "energy" description we produce is **generated artistically and symbolically** and is not derived from measurement of any biological property.

4.5 Photographs of other people — your responsibility
If you upload a photograph containing another identifiable person, **you are responsible for having obtained their informed consent** (and, for a minor, their parent's or guardian's consent) before uploading, as required by our Terms of Service. **Please do not photograph anyone who has not agreed to it.**

---

5. How We Use Data, and Our Legal Bases

Purpose	Legal basis (GDPR / UK GDPR)
Provide the Services and generate your Output	**Performance of a contract** (Art. 6(1)(b))
Process transactions and manage subscriptions	**Performance of a contract**
Respond to support requests	**Performance of a contract / legitimate interests**
Improve functionality, reliability, and security	**Legitimate interests** (Art. 6(1)(f)) — operating a safe, working service
Send service and transactional messages	**Performance of a contract**
Send marketing emails and newsletters	**Consent** (Art. 6(1)(a)) — withdraw any time via unsubscribe
Detect fraud, abuse, and Terms violations	**Legitimate interests / legal obligation**
Comply with law and enforce our rights	**Legal obligation** (Art. 6(1)(c)) / **legitimate interests**

Where we rely on **consent**, you may withdraw it at any time; this does not affect processing carried out before withdrawal.

We do **not** use your data for **automated decision-making that produces legal or similarly significant effects** on you (Art. 22 GDPR), and we do **not** profile you. YourEnergyPhoto™ Output is a decorative entertainment effect: it is not used to make any decision about you, and it has no legal or similarly significant effect.

---

6. We Do Not Sell or Share Your Personal Data

We do not sell your personal information, and we do not share it for cross-context behavioral advertising, as those terms are defined under the **California Consumer Privacy Act (CCPA/CPRA)** and similar U.S. state laws. We have not done so in the preceding twelve months. **We do not sell or share the personal information of minors.**

---

7. Retention

We keep personal data only as long as necessary for the purposes above:

Data	Retention
Account data (name, email)	Life of your account + **[30] days** after deletion
Photographs & Output in your Energy Journal	Until **you** delete them, or **[30] days** after your subscription ends — whichever comes first
Transaction records	As required by tax and accounting law (typically **7 years**), held primarily by WHOP
Support communications	**[24] months**
Usage and device logs	**[12] months**

We may retain data longer where required by law or to establish, exercise, or defend legal claims.

---

8. Third-Party Providers

We use trusted providers, who act as **processors** on our behalf under contract and may not use your data for their own purposes:

Provider	Role
WHOP	Payments and Merchant of Record — see WHOP's own privacy policy

Google Cloud	Processing infrastructure
Vercel	Hosting and processing infrastructure
[Email provider — e.g. Substack]	Newsletter and email delivery
[Analytics provider, if any]	Usage analytics
[AI/ML provider(s) — TO CONFIRM: name each service that processes photographs or produces Output, e.g. an image or translation API]	Producing your Output. Contractually barred from training on your photograph, using it for their own purposes, or retaining it beyond what is needed to return your Output.

These providers operate under their own policies. We may also disclose data:

* To **comply with law**, legal process, or a valid governmental request;
* To **enforce our Terms** or protect the rights, property, or safety of our users, the public, or us;
* In connection with a **merger, acquisition, financing, or sale of assets**, subject to this Policy continuing to apply.

---

9. International Transfers

We are based in the **United States**, and your data will be processed there and in other countries where our providers operate. These countries may not offer the same level of data protection as your own.

Where we transfer personal data out of the **European Economic Area, the United Kingdom, or Switzerland**, we rely on appropriate safeguards, including the European Commission's **Standard Contractual Clauses** (and the **UK Addendum/IDTA** where applicable), together with any supplementary measures required. You may request a copy of the relevant safeguards by emailing us.

---

10. Data Security

We implement reasonable technical and organizational safeguards, including encryption in transit, access controls, and limits on staff access. **However, no system is completely secure**, and we cannot guarantee absolute security. You are responsible for keeping your account credentials confidential.

Breach notification. If a personal-data breach occurs that is likely to result in a risk to your rights and freedoms, we will notify the relevant supervisory authority and affected individuals as required by applicable law.

---

11. Your Rights

Depending on your location, you may have the right to:

* **Access** the personal data we hold about you
* **Correct** inaccurate or incomplete data
* **Delete** your data ("right to erasure")
* **Port** your data to another provider
* **Object to** or **restrict** processing, including processing based on legitimate interests
* **Withdraw consent** at any time
* **Opt out** of marketing communications
* **Not be discriminated against** for exercising your rights (CCPA)
* **Appeal** a refusal of your request, where your state or country provides that right
* **Lodge a complaint** with your data-protection authority (EU/UK) — including your local supervisory authority or the UK ICO

How to exercise them: email **support@yourenergyphoto.com**. We will respond within the time required by applicable law (generally **30 days** under GDPR, **45 days** under CCPA, each extendable where permitted). We may need to verify your identity before acting, and we will not charge a fee unless your request is manifestly unfounded or excessive.

Authorized agents. California residents may use an authorized agent, with proof of authorization.

---

12. Cookies and Similar Technologies

We use cookies and similar technologies to keep you signed in, remember preferences, keep the Services secure, and understand usage.

* **Strictly necessary** cookies are required for the Services to function.
* **Analytics/preference** cookies are used only where permitted, and, in the EU/UK, **only with your consent**.

You can control cookies through your browser settings. Blocking strictly necessary cookies may break parts of the Services. **We do not use cookies for cross-context behavioral advertising.**

---

13. Children's Privacy

* **YourEnergyPhoto™ is intended for users 18+, or for users under 18 only with parental or guardian supervision**, as set out in our Terms.
* The Services are **not directed to children under 13**, and we do not knowingly collect personal information — including photographs — from a child under 13 without verifiable parental consent, consistent with **COPPA**.
* Some of our **digital books** are written for children. Those are intended to be purchased by an adult; **the adult is the account holder**.
* If you believe a child under 13 has provided us personal data, contact **support@yourenergyphoto.com** and we will delete it promptly.

---

14. Do Not Track

Browsers may send "Do Not Track" signals. There is no common industry standard for responding to them, and we do not currently respond to them. We honor **Global Privacy Control (GPC)** signals where required by law.

---

15. Changes to This Policy

We may update this Policy at any time. If we make **material** changes, we will provide reasonable notice — by email or an in-Service notice — and update the "Last Updated" date above. Please review it periodically.

---

16. Contact

Shine Your Inner Light LLC
[Company mailing address — Wyoming, USA]
Email: [support@yourenergyphoto.com]
(mailto:support@yourenergyphoto.com)

EU/UK representative (Art. 27 GDPR): [Name and address]

© 2026 Shine Your Inner Light LLC. YourEnergyPhoto™ is a trademark of Shine Your Inner Light LLC.