



Privacy Policy

Last updated: May 7, 2026

Softly is a product of **Pulse Circle L.L.C-FZ**, a company registered in Dubai, United Arab Emirates ("we," "our," or "us"). Softly provides a keyboard application for iOS that helps users rephrase text messages using principles of Nonviolent Communication. This Privacy Policy explains how we collect, use, and protect your information when you use the Softly app and related services (the "Service").

1. Information We Collect

1.1 Account Information

When you create an account, we collect:

- **Email address** — used for authentication via one-time passcode (OTP) and account recovery.

We do not collect your name, phone number, physical address, or any other personal identifiers.

1.2 Message Content

When you use the "Soften" feature, the text you type is sent to our servers for processing. This is necessary to generate the rephrased version of your message.

- **We do not store your message content.** Messages are processed in real-time and immediately discarded after the rephrased version is returned to your device.
- We do not read, analyze, or mine your messages for any purpose other than generating the softened version.
- We do not have access to messages you do not actively submit for softening. The keyboard does not monitor or log your typing.

1.3 Usage Data

We collect anonymized usage statistics to improve the Service:

- Number of transformations performed
- Subscription status
- App version and iOS version
- General device type (e.g., iPhone)
- Crash logs and performance data

This data is not linked to your message content and cannot be used to reconstruct any text you have typed.

1.4 Payment Information

Subscriptions are processed entirely by Apple through In-App Purchase. We do not collect, store, or have access to your payment details, credit card numbers, or billing address. Please refer to [Apple's Privacy Policy](#) for how Apple handles payment information.

2. How We Use Your Information

Data	Purpose	Legal Basis
Email address	Authentication, account recovery, critical service notifications	Contract performance
Message content	Real-time NVC rephrasing (not stored)	Contract performance
Usage data	Service improvement, bug fixes, analytics	Legitimate interest

We do **not** use your data for:

- Advertising or ad targeting
- Selling or renting to third parties
- Training AI models on your personal messages
- Profiling or behavioral tracking

3. Third-Party Services

To provide the message rephrasing feature, we use a third-party AI service (Anthropic) to process your text. When you tap "Soften":

- Your message text is sent to Anthropic's API for processing.
- Anthropic processes the text and returns the rephrased version.
- Under our agreement with Anthropic, **your data is not used to train their AI models** and is not retained after processing.

For more information, see [Anthropic's Privacy Policy](#).

4. Keyboard Extension & Full Access

Softly requires "Full Access" to be enabled for the keyboard extension. This is a standard iOS requirement for any keyboard that needs to communicate with the internet. We use this permission **solely** to send your text to our servers for rephrasing when you tap the "Soften" button.

With Full Access enabled, iOS warns that the keyboard "could transmit anything you type." We want to be transparent:

- We **only** transmit text when you explicitly tap "Soften."
- We do **not** log keystrokes, monitor typing patterns, or collect any text passively.
- We do **not** access passwords, credit card numbers, or other sensitive fields. iOS automatically disables third-party keyboards in secure text fields.

5. Data Retention

- **Message content:** Not stored. Processed in real-time and discarded immediately.
- **Email address:** Retained as long as your account is active. Deleted within 30 days of account deletion.
- **Usage data:** Retained in anonymized form for up to 12 months.

6. Data Security

We implement industry-standard security measures to protect your data:

- All data transmitted between your device and our servers is encrypted using TLS 1.3.
- Message content is processed in memory and never written to persistent storage.
- Authentication uses one-time passcodes — we do not store passwords.
- Server infrastructure is hosted on secure, SOC 2 compliant cloud providers.

7. Your Rights

Depending on your jurisdiction (including under GDPR, CCPA, and similar laws), you have the right to:

- **Access** the personal data we hold about you
- **Delete** your account and associated data
- **Export** your data in a portable format
- **Opt out** of anonymized analytics
- **Withdraw consent** at any time

To exercise any of these rights, contact us at hello@pulsecircle.studio.

8. Children's Privacy

Softly is not directed at children under the age of 13 (or 16 in the EEA). We do not knowingly collect personal information from children. If you believe a child has provided us with personal data, please contact us and we will promptly delete it.

9. International Data Transfers

Your data may be processed in the United States or other countries where our service providers operate. We ensure that appropriate safeguards are in place, including Standard Contractual Clauses where required by law.

10. Changes to This Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you through the app or via email. Your continued use of the Service after changes become effective constitutes acceptance of the updated policy.

11. Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us:

- **Pulse Circle L.L.C-FZ**
 - Meydan Grandstand, 6th floor, Meydan Road, Nad Al Sheba
 - Dubai, United Arab Emirates
 - Email: hello@pulsecircle.studio
-

© 2026 Pulse Circle L.L.C-FZ. All rights reserved.