

Last updated: May 26, 2026

# Privacy Policy

This Privacy Policy explains how Your Yume handles information when you use our website, mobile app, subscriptions, ads, and related services. If you do not agree with this policy, please do not use Your Yume.

## 1. Who We Are

Your Yume is a mobile app for creating character, relationship, and template pages. For privacy questions, contact us at [admin@butterapplications.com](mailto:admin@butterapplications.com).

## 2. Information You Provide

Depending on how you use the app, you may choose to provide:

- Template text, names, notes, profile fields, color choices, and other creative content.
- Images or photos that you add to templates.
- Messages you send to support, including your email address and any information you include.

The app is designed so template content and images are stored on your device unless a feature clearly says it uploads, shares, backs up, or sends that content elsewhere.

## 3. Purchases and Subscriptions

Purchases are processed by Apple through the App Store. We do not receive your full payment card number. We use RevenueCat to help manage subscription status, purchase entitlements, restores, and customer support. RevenueCat may process purchase identifiers, app user identifiers, product IDs, entitlement status, device or app information, and related transaction metadata so premium features can work.

## 4. Ads and Consent

Free versions of the app may show ads through Google AdMob. AdMob and its partners may process device identifiers, approximate location, ad interaction data, and other information needed to provide, measure, limit, and improve ads. Where required, we will request consent or provide privacy choices through the app or through Google-supported consent tools.

## 5. Automatically Collected Information

We and our service providers may collect basic technical information such as device type, operating system, app version, crash diagnostics, purchase status, ad delivery events, and approximate region. We use this information to operate the app, troubleshoot problems, prevent abuse, understand performance, and improve features.

## 6. How We Use Information

- To provide and maintain the app, templates, purchases, restores, and customer support.
- To show ads to free users and avoid showing ads to premium users.
- To debug, protect, and improve the app.
- To comply with legal obligations, App Store rules, and platform requirements.
- To respond to your requests, questions, and safety concerns.

## 7. How We Share Information

We may share information with:

- Service providers that help us run the app, including RevenueCat, Apple, and Google AdMob.
- Legal, safety, or compliance recipients when required by law or necessary to protect rights and safety.
- Another owner if the app is involved in a merger, acquisition, financing, or transfer of assets.

We do not sell your template text or photos.

## 8. Your Choices

- You can edit or delete template content in the app.
- You can remove photos from templates.
- You can manage subscriptions through your Apple ID settings.
- You can contact us to request access, correction, or deletion of information we control.
- You can use device settings and in-app consent controls, where available, to manage ad personalization.

## 9. Children

Your Yume is not intended for children under 13. We do not knowingly collect personal information from children under 13. If you believe a child under 13 has provided personal information to us, contact us and we will take appropriate steps to delete it. If you are under the age of majority where you live, use the app only with permission from a parent or legal guardian.

## 10. Data Retention

Content stored locally stays on your device until you delete it, delete the app, or your device removes it. Support emails are kept as long as reasonably necessary to respond and maintain business records. Purchase, ad, and diagnostic records are retained by our service providers according to their policies and legal requirements.

## 11. Security

We use reasonable administrative, technical, and organizational safeguards for information we control. No method of storage or transmission is perfectly secure, so we cannot guarantee absolute security.

## 12. International Users

If you use Your Yume outside the United States, your information may be processed in the United States or other countries where we or our service providers operate. These locations may have privacy laws different from those in your country.

## 13. Changes to This Policy

We may update this Privacy Policy from time to time. The updated policy will be posted on this page with a new "Last updated" date. Continued use of the app after changes means you accept the updated policy.

## 14. Contact

Email [admin@butterapplications.com](mailto:admin@butterapplications.com) with privacy requests or questions.