

Privacy Policy for Chatterly

Last Updated: May 20, 2026

Welcome to Chatterly, an AI platform developed and operated by **ydangle apps (Pty) Ltd** ("we," "us," or "our"). We are committed to protecting your privacy and ensuring transparency regarding how we handle your data.

Because Chatterly operates on a **Bring Your Own Key (BYOK)** model, you retain significant control over your data. This Privacy Policy explains what information we collect, how it is processed, and your rights under global data protection laws, including the **General Data Protection Regulation (GDPR)**, the **California Consumer Privacy Act (CCPA)**, and South Africa's **Protection of Personal Information Act (POPIA)**.

1. Information We Collect and How We Use It

We only collect data that is strictly necessary to provide, secure, and improve Chatterly. The data collected depends on how you interact with the application.

A. API Keys (The BYOK Model)

- **What we collect:** To use Chatterly, users or creators must provide their own third-party AI provider API keys (e.g., OpenAI, Anthropic).
- **How it is processed:** API keys are transmitted to our servers over an encrypted connection (HTTPS). Once on our servers, they are stored to authenticate requests.
- **Crucial Note:** *While the transmission of your API key is encrypted, server-side storage is not encrypted at rest. You are responsible for managing the permissions, usage limits, and security of the API keys you generate from your third-party providers.*

B. Account and Registration Information

- **Chatbot Creators:** If you wish to create and host a chatbot on Chatterly, you are required to register an account. We collect basic account credentials (such as your email address and password).
- **End Users:** If you are simply interacting with a chatbot created by someone else, no account creation is required, and we do not collect any personal identifier data from you.

C. Chat Logs and Conversation Data

- **Default Storage (Device-Only):** By default, your chat histories and conversations are processed and stored strictly in-memory on your local device. This data does not cross or sit on our servers.
- **Opt-In Conversation Analytics:** If a user explicitly enables the **Conversation**

Analytics feature, a copy of the conversation text is transmitted to and stored on our servers to provide performance insights and analytics to the chatbot creator.

D. Billing and Payment Information

- We offer premium tiers for our services. All payments are processed securely by our third-party payment gateway.
- Chatterly **does not** store or have access to your full financial details or credit card information. We only receive and store the last 4 digits of your payment card for transaction verification and reference.

E. Anonymous Usage Statistics

We automatically collect anonymized telemetry data to monitor app stability and optimize performance. This includes:

- Chatbot loading events.
 - "Message Sent" events.
 - *Note: These events contain absolutely no personal information or conversational text.*
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2. Third-Party Data Transmissions

Chatterly acts as a direct client interface. When you send a prompt:

1. The app's SDK establishes a **direct connection** from your local device to your chosen AI provider (e.g., OpenAI, Anthropic) using your provided API key.
 2. Requests are **not** routed through a Chatterly proxy server.
 3. Your data interactions with the underlying LLMs are subject entirely to the privacy policies of the respective AI providers you choose to connect.
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3. Lawful Bases for Processing (GDPR & POPIA Compliance)

If you reside in the European Economic Area (EEA) or South Africa, we process your information under the following legal frameworks:

- **Performance of a Contract:** To manage your account, store your API keys, and deliver core application functionality.
 - **Consent:** For processing conversation logs if you explicitly opt-in to *Conversation Analytics*.
 - **Legitimate Interests:** For processing anonymous usage statistics to protect, maintain, and optimize Chatterly.
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4. Data Retention and Security

- **Account Data & API Keys:** Retained for as long as your account remains active. You can delete your account and clear your keys at any time.
 - **Analytics Data:** Retained anonymously for product improvement.
 - **Security Measures:** We use industry-standard encryption protocols (TLS/SSL) during data transit. However, as noted, API keys are stored unencrypted at rest on our servers. We urge users to rotate keys regularly and restrict key permissions at the provider level.
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5. Cross-Border Data Transfers

As a global platform operated by **ydangle apps (Pty) Ltd** (based in South Africa), your data may be transferred to and processed in countries outside your home jurisdiction. We ensure that appropriate safeguards are in place to satisfy cross-border requirements under GDPR and POPIA.

6. Your Rights (GDPR, CCPA, & POPIA)

Depending on your location, you hold the following statutory rights regarding your personal information:

- **Access & Portability:** Request a copy of the data we hold about you.
- **Correction/Rectification:** Update or correct inaccurate account details.
- **Deletion ("Right to be Forgotten"):** Request that we delete your account and associated data.
- **Opt-Out / Object:** Withdraw consent for features like Conversation Analytics or object to automated telemetry.
- **Lodge a Complaint:** You have the right to contact a supervisory authority, such as the Information Regulator in South Africa or a European Data Protection Authority.

To exercise any of these rights, please contact us using the details below.

7. Contact Us

For any questions regarding this Privacy Policy, data deletion requests, or your privacy rights, please contact our Information Officer at:

ydangle apps (Pty) Ltd Email: info@ydangleapps.com