

Data Usage Policy

Lovely, LLC | Effective Date: March 1, 2026 | Last Updated: October 23, 2026

This Data Usage Policy provides a plain-language explanation of what data Lovely collects, what we do with it, and what we promise we will never do. It supplements our Privacy Policy.

What Data We Collect

Your Account Data

Your name, email address, and authentication credentials — used only to identify your account and allow you to sign in.

Your Partner Profile

Information you voluntarily enter about your partner: their name, interests, preferences, love language, important dates, personality traits, and any other details you choose to add. This is the core of how Lovely personalizes suggestions for you.

Your Conversations and Reflections

When you chat with Lovely's AI or respond to nudges, those inputs are processed by our AI systems to generate a response. Conversation content is stored in your secure Firebase account only. The full content of your conversations is never sent to analytics providers.

Usage Data

Data about how you use the app — which features you engage with, how often you open the app, how you interact with nudges — linked to your account ID, never including what you write. This helps us make Lovely better for everyone. See Privacy Policy Section 1.6.

Location and Search Data

When you use the Plan button, the location name or activity you search for is sent to the Google Places API and an AI-powered web search to return relevant results. Location access is optional and can be turned off in iOS Settings; if you allow it, Lovely uses your device's location to show distances to saved places and find nearby picks, and only an approximate location (rounded to about 1 km) is sent to the Google Places API. Any location data is used only to return results and is not retained beyond the session. When you share a TikTok video to Lovely, its link and public caption are processed (using OpenAI and the Google Places API) to find the place mentioned, and the place you confirm is saved to your map. See Privacy Policy Sections 1.4 and 1.5 for full details.

Booking Details

If you choose to save booking details (your name, phone number and, if you add it, email), they are used only for bookings you approve and are shared only with the booking service for that booking. They are never sent to AI providers. You can change or remove them at any time in Settings → Booking Details. See Privacy Policy Section 1.7.

What We Do With Your Data

- Personalize gesture suggestions based on your partner's profile
- Generate AI responses in the Ask feature that reflect your specific relationship context

- Prepare plans you ask for or that Lovely suggests ahead of important dates you've saved, and make bookings you approve
- Time nudges intelligently based on your usage patterns
- Improve Lovely's features and suggestion quality by analyzing aggregated, anonymized usage analytics — never by training AI models on your data
- Process your subscription payments securely
- Send you account-related notifications and optional product updates
- Return place and activity results when you use the Plan button — location search data is used solely to support your planning and is not retained beyond the session

What We Promise We Will Never Do

- Sell your data to third parties — ever
- Use your relationship data to serve advertisements
- Share identifiable information about you or your partner with advertisers
- Use your partner's data for any purpose other than providing the Service to you
- Train any AI or machine learning models on your data — Lovely does not train models, and our AI providers do not train on API data by default
- Retain or use Plan button location search data for any purpose beyond returning results in your current session

AI and Your Data

Lovely uses OpenAI and Anthropic through their standard commercial APIs to generate suggestions and responses. We do not have a custom enterprise data agreement with either provider. When you interact with the AI, the following categories of data are sent to these providers, solely to generate a response:

- Partner Profile details you have chosen to share, such as love language, interests, preferences, and relevant relationship context
- The text of messages and questions you type into the Ask page
- Voice messages you record in the Ask page: depending on your iPhone and app version, Lovely may turn them into text on your phone (then the recording never leaves your phone); otherwise, or when it isn't sure it heard you right, they are sent to OpenAI only to transcribe them into text (Lovely does not store the recording on its servers)
- Plan button search terms, such as a location or activity name

Your name, email address, phone number, account credentials, booking details, and payment information are never sent to AI providers.

Model training: Lovely does not train any AI or machine learning models — internal or otherwise — using your data. Under their standard commercial API terms, neither OpenAI nor Anthropic uses API data to train their models by default, and Lovely has not opted in to any training or data-sharing programs. See their respective privacy policies for their current practices.

- You can delete your Ask page conversation history at any time from within the app.
- AI powers Lovely's core features; the app cannot function without sharing this data.

Data Residency

Your data is stored on servers located in the United States, primarily on Google Firebase infrastructure. By using Lovely, you consent to your data being processed and stored in the U.S.

Retention

We keep your data as long as your account is active. When you delete your account, all personally identifiable data is deleted within 30 days. Anonymized, aggregated analytics data may be retained indefinitely.

Your Controls

- Edit or delete partner profile information in the Profile tab
- Export all your data by contacting privacy@getlovely.app
- Delete your account entirely in Settings → Personal Information → Delete Account
- Delete your account entirely at getlovely.app/delete-account
- Manage notification preferences in Settings → Notifications

Questions

For data-related questions or requests: privacy@getlovely.app