

Moonlite Media Inc. (Moonlite Labs)

Privacy Policy

Last Updated: February 11, 2026

This Privacy Policy describes how **Moonlite Media Inc.** (“Moonlite,” “Moonlite Labs,” “we,” “us,” or “our”) processes information about you through our website, applications, hosted services, APIs, social media pages, marketing activities, live events, and other related activities (collectively, the “**Service**”).

Moonlite provides tools and services for creating, editing, generating, and distributing multimedia content, including images, video, audio, and other digital assets.

In some cases, we process information on behalf of business customers or enterprise clients (“Customers”). Where we act as a service provider or processor for a Customer, our processing is governed by our agreement with that Customer and not by this Privacy Policy. If you have questions about how a Customer processes your data, please contact that Customer directly.

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Information We Collect About You

1. Information You Provide Directly

You may provide information directly to us, including:

Identifiers and Contact Information

- First and last name
- Email address
- Billing and mailing address
- Phone number

Demographic Information

- City, province/state, country
- Postal code
- Age (where required)

Account and Profile Information

- Username and password
- Profile photo or avatar
- Preferences
- Account settings

Professional Information

- Company name
- Job title

Communications Data

- Messages you send to us
- Customer support inquiries
- Social media communications

Transactional Data

- Order details
- Subscription plan
- Payment confirmation and transaction history

Marketing Preferences

- Email subscription preferences
- Engagement with marketing emails

User-Generated Content

- Images, videos, audio, text, prompts, comments, and other content
- Associated metadata such as timestamps, device information, editing history, and formatting

Biometric Information

If you use features involving voice synthesis or facial likeness generation, we may process voice samples or facial scans you provide. Where required by law, we use such data solely to provide the requested service.

Feedback and Surveys

- Surveys
 - Beta feedback
 - Feature requests
-

2. Automatic Data Collection

We and our service providers may automatically collect:

Device Information

- Operating system
- Browser type
- Device type
- IP address
- General location (city/region level)
- Unique device identifiers

Usage Data

- Pages visited
- Time spent
- Navigation paths
- Access times
- Click activity

Email Interaction Data

- Email opens
 - Link clicks
-

3. Cookies and Similar Technologies

We use:

- Cookies (session and persistent)
- Local storage technologies
- Pixel tags or web beacons

These technologies support:

- Technical functionality
- Analytics
- Security
- Marketing and advertising

You may control cookies through your browser settings.

4. Information from Third Parties

We may receive information:

- From social login providers (such as Google)
- From payment processors
- From marketing or analytics partners
- From affiliates

If you connect through a third-party platform, we receive only the information you authorize.

How We Use Information About You

We use information for the following purposes:

Service Delivery

- Provide and operate the Service
- Personalize user experience
- Enable security features
- Provide customer support
- Communicate service updates

Research and Improvement

- Analyze user behavior
- Improve performance

- Develop new features
- Create aggregated or anonymized data

We may use aggregated or de-identified data for lawful business purposes.

Marketing and Advertising

- Send marketing communications
- Personalize advertising
- Administer promotions and events

You may opt out of marketing emails at any time.

Compliance and Protection

- Comply with legal obligations
- Respond to lawful requests
- Prevent fraud and abuse
- Enforce our Terms of Use

With Your Consent

Where required by law, we rely on your consent. You may withdraw consent by contacting us.

When We Disclose Information

We may disclose information to:

Vendors and Service Providers

Including hosting providers, analytics providers, cloud infrastructure providers, and payment processors such as Stripe.

Advertising and Analytics Partners

To help analyze Service usage and deliver relevant advertising.

Affiliates

Companies under common ownership or control.

Professional Advisors

Lawyers, auditors, insurers.

Authorities

Law enforcement or regulatory authorities where legally required.

Business Transfers

In connection with mergers, acquisitions, financing, or asset sales.

Other Users and Public

If you choose to make content public, it may be visible to other users or the public.

Your Rights and Choices

Access and Update

You may access and update account information through your account dashboard.

Marketing Opt-Out

You may unsubscribe from marketing emails using the link in the email.

Cookies

You may manage cookies in your browser settings.

Delete Your Account

You may request account deletion by contacting us at:
info@moonlitelabs.com

Additional Canada and Manitoba-Specific Rights

Depending on your jurisdiction, including **Canada and the Province of Manitoba**, you may have rights under applicable privacy laws (including **PIPEDA** and, where applicable, provincial privacy legislation). These rights may include:

- the right to request access to personal information we hold about you
- the right to request correction of inaccurate personal information
- the right to withdraw consent (subject to legal or contractual restrictions and reasonable notice)
- the right to inquire about our privacy practices and challenge compliance

To exercise these rights, contact: **info@moonlitelabs.com**.

We may need to verify your identity before responding.

If you are not satisfied with our response, you may be able to raise concerns with the **Office of the Privacy Commissioner of Canada** or other applicable provincial authorities.

Residents of the European Economic Area and United Kingdom

Moonlite Media Inc. acts as a data controller for personal data under applicable law.

Our legal bases include:

- Contract performance
- Consent
- Legitimate interests
- Legal compliance

You have rights to:

- Access
- Rectification
- Erasure
- Restriction
- Objection
- Data portability
- Lodge a complaint with your supervisory authority

We encourage you to contact us first at: info@moonlitelabs.com

Other Sites and Services

The Service may link to third-party websites. We are not responsible for their privacy practices.

Security

We use technical, organizational, and physical safeguards to protect information. However, no system is completely secure.

Data Retention

We retain information only as long as necessary to:

- Provide the Service
- Meet legal obligations
- Resolve disputes
- Enforce agreements

Biometric data, where collected, is retained only as long as necessary to fulfill the purpose collected and in accordance with applicable law.

International Data Transfers

Moonlite Media Inc. is based in Canada. We may use service providers in other countries. Your information may be transferred outside your jurisdiction, including to countries with different privacy protections.

By using the Service, you consent to such transfers where permitted by law.

Children

The Service is not intended for children under 13. If we become aware that we have collected personal information from a child in violation of applicable law, we will delete it.

Parents who believe their child has provided information may contact: info@moonlitelabs.com

Changes to This Privacy Policy

We may update this Privacy Policy periodically. We will revise the “Last Updated” date when changes are made. Continued use of the Service after changes become effective constitutes acceptance.

How to Contact Us

For privacy-related questions or requests:

Email:

info@moonlitelabs.com

