

Privacy Policy | Baeloom

Last updated: 24 July, 2026

At Baeloom, we believe your private conversations should stay private. This policy outlines how we handle your data.

1. Data we collect

Account Info

Email address and basic profile data provided via Google or Email sign-up.

Chat history

We store your conversations so our digital companions can maintain context, emotional continuity and memory.

Visual data

If you send photos, they are processed to allow our digital companions to respond. We do not use your photos for advertising or share it with third-parties.

2. Privacy

Unlike other AI platforms that archive your data indefinitely, Baeloom prioritizes a 'clean slate' approach to honor your privacy after your companionship with one of our digital companions concludes.

Unsubscribing

If you cancel your subscription, all your Smart Memory and Chat History data is permanently deleted from our servers at the end of your billing cycle.

Account deletion

You may request full account deletion at any time via legal@baeloom.com

3. Third-party processing

We utilize Google Gemini (Vertex AI) for high-performance AI processing and Stripe for secure payment handling. These partners are industry leaders in security and are contractually prohibited from using your personal data for their own marketing or model training.

4. Security

We employ enterprise-grade standards to ensure your interactions remain confidential:

- **Encryption in transit**
Data is protected using TLS 1.2+ (SSL) during transmission.
 - **Encryption at rest**
Your data is stored using 256-bit AES encryption within Google Cloud's secure infrastructure.
 - **AI privacy**
Your inputs are processed in a secure environment and are **not used to train foundation models**.
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5. Legal basis for Processing (GDPR)

We process your personal data on the following legal bases:

- **Contract performance**
Account data and chat history are processed to deliver the Baeloom service you signed up for.
 - **Legitimate interest**
We process usage data to maintain security, prevent abuse, and improve reliability.
 - **Consent**
When we ask for optional permissions (such as photo access or voice input), we rely on your consent, which you may withdraw at any time.
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6. Your rights

If you are based in the European Economic Area, you have the following rights regarding your personal data:

- **Right to access**
You can request a copy of the personal data we hold about you.
- **Right to rectification**
You can ask us to correct any inaccurate or incomplete data.
- **Right to erasure**
You can request that we delete your data. See Section 2 for how to do this.
- **Right to data portability**
You can request your data in a structured, machine-readable format.
- **Right to object**
You can object to certain types of processing, including processing based on legitimate interest.
- **Right to restrict processing**
You can ask us to pause processing of your data in certain circumstances.

To exercise any of these rights, contact us at legal@baeloom.com. We will respond within 30 days.

7. Supervisory authority

If you believe we are handling your data unlawfully, you have the right to lodge a complaint with the Dutch Data Protection Authority:

Autoriteit Persoonsgegevens

Website: autoriteitpersoonsgegevens.nl

Phone: +31 (0)70 888 85 00

8. Data retention

We keep your data for as long as your account is active. Specifically:

- **Chat history and Smart Memory**
Retained for the duration of your active subscription and permanently deleted at the end of your billing cycle if you cancel.
 - **Account information**
Retained until you request full account deletion.
 - **Photos**
Processed in real time and not stored beyond what is necessary to generate a response.
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9. Voice data

If you use Baeloom's voice input feature, your audio is converted to text for processing. We do not store raw audio recordings. Transcribed text is handled the same way as regular chat input under Section 1.

10. Cookies and analytics

Baeloom uses cookies and similar technologies to keep you logged in and maintain your session. We may also use analytics tools to understand how users interact with the app, such as which features are used most often. This data is aggregated and not linked to your personal identity.

You can disable cookies in your browser settings, though this may affect your ability to use certain features.

11. International data transfers

Our AI processing partner, Google Gemini (Vertex AI), operates infrastructure based in the United States. When your data is processed by these services, it is transferred outside the European Economic Area. We ensure these transfers are protected through Standard Contractual Clauses (SCCs) approved by the European Commission, which legally require the recipient to protect your data to EU standards.

12. Changes to this policy

If we make material changes to this privacy policy, we will notify you by email or through an in-app notice before the changes take effect. The "Last Updated" date at the top of this page will always reflect the most recent version.
