Privacy Policy

UNOAH AI Bible Companion — South Asia & Middle East Edition

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Contents

1. Data we collect 2
2. How and why we use your data 3
3. AI features, Google Vertex AI and OpenAI 3
4. Legal basis & consent 8
5. Sharing & third-party processors 8
6. International transfers 9

Introduction

This Privacy Policy explains how Arianext (“UNOAH”, “we”, “us”) collects, uses, shares, and protects your personal data when you use the UNOAH AI Bible Companion application and www.unoah.com (the “Service”). It forms part of, and should be read together with, our Terms & Conditions. It is designed to comply with India’s Digital Personal Data Protection Act, 2023 (DPDP Act) and DPDP Rules, 2025; the UAE PDPL (Federal Decree-Law No. 45 of 2021); the KSA PDPL (overseen by SDAIA); and applicable national laws in other GCC and South Asian jurisdictions.

1. Data we collect

We collect the following categories of personal data:

- Account & identity: your name, email address, and (where you choose phone sign-up) phone number. If you sign in with Google, Meta (Facebook), Microsoft, or Apple, we receive your basic profile and an authentication token from that provider.
- Faith & spiritual profile (sensitive): information you provide during onboarding — your date of birth, gender, Christian denomination, spiritual goals, how you are currently feeling spiritually, the ways you prefer to connect, your prayer times and reminders, and your preferred Bible translation and language. Because this reveals religious belief, we treat it as sensitive and apply a higher standard of care.
- Voice & audio: if you use the voice onboarding feature with NOAH, your microphone audio is streamed to our servers and on to Google, through Vertex AI on Google Cloud, in real time to power the conversation. We request your explicit microphone permission before any recording. Section 4 sets out that transfer in full.
- Content you create: messages you send to the NOAH AI chat, and any prayer requests, chat messages, community posts, or other free text you submit. We treat spiritual and prayer content as confidential. Content you post in Community Features (circles, communities, chat, prayer requests) is also governed by the Acceptable Use rules in Section 3.4 of our Terms & Conditions, including in-app reporting and blocking and our commitment to act on reports within 24 hours.
- Device & technical data: device model and operating system, app version, language/region, a device identifier, push notification token, approximate region (to route you to the correct regional servers), and diagnostic/crash data.
- Advertising & attribution identifiers: your device’s advertising identifier (the IDFA on iOS, the Google Advertising ID on Android), the identifier your device assigns to our app (the IDFV on iOS), and an AppsFlyer ID generated for your install. On iOS we can only read the advertising identifier if you allow tracking when your device asks; if you decline, iOS returns an all-zero identifier and no matching on the advertising identifier takes place.
- Install & attribution data: when you install the app, and when you open a UNOAH invitation, referral, or campaign link, we receive install, first-launch, and session data together with the link and campaign that referred you. We use this only to measure which invitation or campaign led to an install.**The app does not display advertisements.**
- Usage analytics: in-app events (for example, screens viewed and features used) to understand and improve the Service. Direct identifiers such as email and phone are hashed before they reach our analytics provider; we do not send raw contact details to analytics.
- Subscription & payment data (where applicable): if you purchase a paid plan, your subscription status

and billing metadata. We do not store full payment card details — payments are handled by PCI-DSS compliant processors (e.g. Razorpay, PayU, Apple, Google).

2. How and why we use your data

- To create and secure your account and authenticate sign-in.
- To personalise your spiritual content, devotionals, prayer reminders, and NOAH conversations based on your profile.
- To provide the AI chat and voice features you choose to use.
- To send notifications and service communications you have enabled.
- To process subscriptions and payments (where applicable).
- To diagnose crashes, prevent abuse, and keep the Service secure.
- To understand usage and improve the Service.
- To measure which invitation, referral, or advertising campaign led to an app install, to make invitation and campaign links open the right screen in the app, and to see how our campaigns perform overall (attribution and campaign measurement). We do not use this data to show you advertisements in the app.
- To comply with legal obligations and respond to lawful requests.

3. AI features, Google Vertex AI and OpenAI

Parts of the Service are powered by generative artificial intelligence. This section is the complete account of that processing: which features use AI, exactly what leaves your device and our servers, who receives it, what they may and may not do with it, the legal basis we rely on, how long anything is kept, how you consent and how you take that consent back. It adds to, and does not replace, the rest of this policy.

Which features use AI, and which do not

These features send your data to an AI provider:

- NOAH chat — the conversational assistant you reach from the home screen, from a Bible passage, or from the chat tab.
- AI-guided prayers — where you describe what you would like prayer for and a prayer is generated for you.
- AI voice setup — the optional spoken onboarding conversation with NOAH, where available.
- The microphone inside the NOAH chat box — speaking instead of typing.

These features do not send your data to an AI provider, even though they involve AI-generated material:

- AI Insights shown alongside Bible passages. These are written in advance, stored as editorial content, and are identical for every reader. Opening one sends nothing about you to any AI provider.
- Curated and guided prayers from our own library, the daily verse, reading plans, Bible text and audio, community features, and search within the app.

What we send

When you use one of the AI features above, the following leaves your device or our servers and is sent to the

AI provider handling that request:

- The messages you type to NOAH, in full, exactly as you wrote them.
- The earlier messages in that same conversation, so the reply follows what has already been said.
- The prayer requests you write, together with any category or tags you select.
- Your voice, in two distinct cases. If you use AI voice setup, your microphone audio is streamed live to Google for as long as that conversation lasts. If you tap the microphone inside the chat box to speak instead of typing, your speech is converted to text using Apple's speech-recognition service — which, depending on your device, your language and Apple's own settings, may perform that conversion on Apple's servers rather than on your device — and the resulting text is then sent to Google or OpenAI as an ordinary message.
- A short profile drawn from your setup answers: your first name, your age range, your Christian denomination, the life situation you describe, how you have told us you are feeling, the growth goals you chose, the prayer topics you selected, and your preferred Bible version and language.
- Which Bible passage or screen you were looking at when you opened the chat, where you opened it from a passage, so the reply is about the right text.
- Scripture passages, retrieved reference material and instructions that our own servers add to your request. These originate from us, not from you.
- Technical information necessary to carry the request, such as the conversation identifier and the language of your session.

Two points about the profile, because they are easy to miss and we would rather state them plainly than have you discover them. First, it is attached to EVERY conversation with NOAH, including ordinary Bible questions — if you ask who Moses was, the provider handling that request also receives that you are, for example, Catholic, a new parent, and feeling anxious. It is not sent only when a message is obviously about you. Second, two of those fields are sensitive: your denomination is information about your religious beliefs, and how you are feeling is information about your state of mind. We treat both as special-category personal data and process them only with your explicit consent.

What we never send

- Your payment or card details, or anything about your subscription or billing.
- Your contacts, your address book, your photos or your files.
- Your location, precise or approximate.
- Your email address, your phone number, your password, or any authentication token.
- Your community posts, circle messages or private messages to other members.
- Your journal entries, notes, highlights or bookmarks.
- Any advertising identifier, and any analytics or attribution identifier.

How we collect it

Everything described above comes directly from what you type, say, or select in the app. We do not infer it from your behaviour, we do not buy it, and we do not obtain it from data brokers, social networks or any other third party. Where a value came from your setup answers, you provided it yourself and you can change or clear it in the app.

Who receives it

Three companies may receive this data, each in a defined role. No other AI provider receives it, and we do not share it with any AI provider for that provider's own purposes.

- Google LLC, through its Vertex AI platform on Google Cloud, is the primary recipient. It processes your messages, prayer requests, profile and — during AI voice setup — your voice audio, in order to generate NOAH's reply.
- OpenAI is a fallback recipient. Where the Google service is unavailable or fails to respond, the same request is sent to OpenAI instead so the feature keeps working. Which of the two handles any given request depends only on availability at that moment. Both receive the same categories of data described above, and neither receives anything more.
- Apple Inc. is a recipient in one narrow case only: when you tap the microphone inside the chat box, Apple's speech-recognition service converts your speech to text, and that conversion may take place on Apple's servers. Apple receives the audio for that purpose. It does not receive your profile, your conversation history, or anything else described in this section.

All three act as our service providers and process this data on our behalf and on our instructions. We confirm that the third-party service providers with whom we share this data — Google LLC, OpenAI and Apple Inc. — provide the same or equal protection of your personal data as is set out in this Privacy Policy.

We use these services under API terms that do not grant the provider the right to use your content to train or improve their general-purpose models. Providers may retain content briefly for abuse monitoring and to meet their own legal obligations, as their published terms describe. If the terms applicable to our use ever changed in a way that permitted training on your content, we would update this policy and ask for your consent again before continuing.

What it is used for, and what it is not

Your data is sent for one purpose: to generate the response that is shown back to you, in the conversation you are having, at the moment you are having it.

- It is not used to advertise to you, and it is not shared with any advertising network.
- It is not used to build an advertising, marketing or commercial profile of you.
- It is not sold, rented or licensed to anyone.
- It is not used to make any decision that produces a legal effect for you or similarly significantly affects you. NOAH offers reflection and encouragement grounded in Scripture; it is not counselling, medical, legal or financial advice, and no decision about you is automated on the basis of it.
- It is not combined with data from other UNOAH products to profile you across them.

Legal basis, and why we ask rather than assume

We rely on your explicit consent, and on nothing else, for every transfer described in this section. We do not rely on legitimate interests here. That is deliberate: your prayer requests, your conversations with NOAH, your denomination and how you are feeling reveal religious belief and information about your mental and emotional state. Under the GDPR these are special categories of personal data under Article 9, and under India's Digital Personal Data Protection Act consent is in any event the operative basis. Explicit consent is the only basis we consider adequate for sending them to a third party.

How we ask, and how you take it back

- Before anything is sent for AI processing for the first time, the app shows you a screen that names what is sent, who receives it and what it is used for, and asks you to agree. Nothing is transmitted to Google, OpenAI or Apple for AI processing until you tap to allow it.
- That screen appears before your first typed message to NOAH, before your first AI-guided prayer, before AI voice setup, and before the first time you tap the microphone in the chat box — whichever you reach first.
- Choosing not to allow it sends nothing. You are returned to where you were, and you are not asked again unless you open an AI feature yourself.
- You can withdraw consent at any time: tap the settings gear on the Home screen, then Privacy & Security, then Data & Privacy, and turn off “AI features (NOAH)”. From that moment nothing further is sent for AI processing.
- We record your choice, the date and time you made it, and the version of the notice you were shown, so that we can demonstrate what you agreed to and when. That record is kept for as long as your account exists and for a reasonable period afterwards as evidence of consent.
- Withdrawing consent does not make earlier processing unlawful, and it does not by itself delete conversations you have already had. You can delete those separately, and deleting your account removes them.

If you decline, or later withdraw

The AI features stop, and nothing else does. Bible reading and downloaded translations, audio, the daily verse, curated and guided prayers from our own library, reading plans, notes, community and every other part of the Service continue to work exactly as before. Account setup can be completed manually without AI. We do not degrade, delay or restrict the rest of the app because you declined, and we do not ask you repeatedly.

How long it is kept

- Your conversations with NOAH are stored in your account so you can return to them, and remain until you delete the conversation or your account. Deleting your account deletes them.
- The profile described above is part of your account and is kept for as long as your account exists. You can change or clear those answers in the app at any time, and the change applies to every conversation from that point on.
- Voice audio from AI voice setup is processed to conduct the conversation and is not retained by us as a recording once the session ends; what we keep is the resulting text of your answers.
- Audio sent to Apple for speech-to-text is not retained by us at all — we receive only the transcribed text.
- Retention by the AI providers themselves is governed by the API terms applicable to our use of their services, which provide for limited, short-term retention for abuse monitoring and legal compliance rather than indefinite storage.
- Our record of your consent decisions is kept as described above, because it is the evidence that we asked you.

Where it goes

Your data is primarily stored and processed in our India (ap-south-1) region. The AI processing described in this section is an international transfer: Google, OpenAI and Apple may process these requests outside your country, including in the United States. Those transfers are made on the basis of your explicit consent and,

where required, under appropriate safeguards such as standard contractual clauses, and in compliance with applicable restrictions and conditions under the DPDP Act, the GDPR and the other laws identified elsewhere in this policy.

Security

Requests to the AI providers are made over encrypted connections from our servers, authenticated with credentials held by us and not exposed to the app. Access to conversation data inside our systems is restricted to personnel who need it to operate and support the Service, and is logged. The safeguards described in the Security section of the Common Terms apply to this data in full.

Children

The Service is not directed to children below the age limit stated elsewhere in this policy, and the AI features are not made available to anyone below that age. If we learn that we have processed a child's personal data through these features without a lawful basis, we will delete it.

Your rights over this data

The rights described in the Common Terms — access, correction, deletion, portability, objection, restriction, and withdrawal of consent — apply in full to the data described in this section, including the conversations you have had with NOAH and the profile attached to them. You can exercise them in the app, or by writing to privacy@unoah.com. Withdrawing consent for AI features is immediate and needs no explanation.

The web companion

The AI Companion on www.unoah.com uses the same AI features and the same providers, in the same way, for the same purpose and on the same terms. You can use the rest of the site without it.

Automated decision-making and profiling

We do not use the AI features to make decisions about you by automated means that produce legal effects for you or that similarly significantly affect you, and we do not use them to profile you. NOAH's reply is text shown back to you; nothing about your account, your access, your pricing or your standing is decided from it. Your profile is used to make a reply relevant, not to score, rank, segment or evaluate you, and it is not combined with data from other UNOAH products for that purpose.

Children and parental consent

The AI features are not offered to anyone below the minimum age stated elsewhere in this policy, and we do not knowingly process a child's personal data through them. Where the law requires verifiable consent from a parent or guardian before a child's personal data may be processed, we do not make these features available until that consent has been obtained. If we learn that we have processed a child's data through these features without a lawful basis, we will delete it and, where required, notify the appropriate authority.

Withdrawing consent, and Consent Managers

You may withdraw this consent at any time, as easily as you gave it, in the app at Settings -> Privacy & Security -> Data & Privacy. You do not have to give a reason and we will not ask for one. Where India's Digital Personal Data Protection Act makes a registered Consent Manager available to you, you may also give, manage, review and withdraw this consent through that Consent Manager, and we will honour a withdrawal received through it exactly as we would one made in the app.

Complaints

If you are unhappy with how we handle the data described in this section, please contact us first at

privacy@unoah.com or through our Grievance Officer, whose details appear in the Common Terms. If you remain unsatisfied you have the right to complain to the Data Protection Board of India, or — if you are in the EEA or the UK — to your local supervisory authority, and to seek a judicial remedy. Exercising that right costs you nothing here and does not affect your use of the Service.

Changes to this section

If we add an AI provider, change what is sent, or change what it is used for, we will publish a new version of this policy, record it in the version history, and ask for your consent again before the change takes effect for you.

4. Legal basis & consent

We process personal data on lawful grounds recognised by applicable law, primarily your consent and, where permitted, legitimate uses necessary to provide the Service. Where consent is required, we request it through clear notices and affirmative action (for example, agreeing to these terms at sign-up and granting microphone permission). You may withdraw consent at any time; withdrawal does not affect processing already carried out.

Sending your data to Google through Vertex AI on Google Cloud rests on your explicit consent, and on no other ground. We ask for it separately, before the first time an AI feature sends anything, because what you write to NOAH and in prayer requests routinely reveals religious belief, health, and personal relationships — special-category data under Article 9 of the UK and EU General Data Protection Regulation, and data we treat as sensitive throughout this policy. We do not rely on legitimate interests for it, and you can withdraw it at any time as described in section 4.

On iOS, our use of the advertising identifier (IDFA) for attribution depends on your App Tracking Transparency choice. We ask through Apple’s standard prompt and use the advertising identifier only if you allow it. If you decline, or later turn tracking off in iOS Settings, no measurement based on the advertising identifier takes place; attribution then relies only on aggregated, non-identifying reporting such as Apple’s SKAdNetwork. Declining does not limit any feature of the Service. On Android, you can reset the Google Advertising ID or opt out of its use for advertising from your device settings at any time.

5. Sharing & third-party processors

We do not sell your personal data. We share it only with service providers who process it on our behalf under appropriate safeguards, including:

- Cloud hosting (Amazon Web Services, India region) for our application and databases.
- Google for sign-in, and Google LLC through Vertex AI on Google Cloud — with OpenAI as a fallback provider — for the AI features — NOAH chat, AI voice setup, and AI-guided prayers. Google receives the messages, voice audio, setup answers, and prayer requests described in section 4, and processes them on our behalf only to generate the response shown back to you. Section 4 sets out that transfer in full.
- Meta (Facebook), Microsoft, and Apple where you choose those sign-in methods. The Meta SDK in our app is used only for Facebook sign-in — we have switched off its automatic event logging and its collection of the advertising identifier, so it does not collect your advertising identifier on your device.
- Firebase (Google) for push notifications and crash diagnostics.
- Analytics and error-monitoring providers — Google Analytics for Firebase for in-app usage analytics, and Sentry and Firebase Crashlytics for crash and performance diagnostics, which are linked to your

signed-in user ID so we can investigate faults on your account.

- AppsFlyer for mobile install attribution and for UNOAH invitation, referral, and campaign links. AppsFlyer receives your advertising identifier (IDFA or Google Advertising ID), your AppsFlyer ID, your device's identifier for our app (IDFV on iOS), and install, launch, and session data.
- Meta, as a recipient of attribution data from AppsFlyer. Where an install is matched to a Meta campaign, AppsFlyer sends attribution data — including your advertising identifier — to Meta, which acts as a self-attributing network. This transfer happens server-to-server between AppsFlyer and Meta, not from the Meta SDK on your device.
- Google (Google Ads), configured as a measurement network so that iOS campaign results can be reported to us in aggregate through Apple's SKAdNetwork framework.
- Payment processors (e.g. Razorpay, PayU, Apple, Google) for subscriptions, where applicable.

We use Cloudflare Turnstile to protect our site from automated abuse. When you use certain features (sign-in, sign-up, verification), Turnstile processes technical data such as your IP address and device/browser information to distinguish humans from bots. See Cloudflare's Privacy Policy: https://www.cloudflare.com/privacypolicy/

We may also disclose data where required by law or a lawful government request, in accordance with applicable law.

6. International transfers

Your data is primarily stored and processed in our India (ap-south-1) region. Some processors may process data outside your country — including Google, which handles the AI requests described in section 4 through Vertex AI on Google Cloud, and OpenAI, which handles those same requests when it acts as the fallback provider. Any cross-border transfer is carried out in compliance with applicable restrictions, conditions, or government directions under the DPDP Act, the UAE PDPL, the KSA PDPL, and other applicable laws.