

Soul Retreat — Privacy Policy

Effective date: November 3, 2025

App: Soul Retreat (Meta Quest)

Company: Soul Retreat Labs Ltd (Company No. SC833615), Registered Office: Summit House, 4–5 Mitchell Street, Edinburgh, EH6 7BD, United Kingdom

Contact: support@soulretreat.app

Plain-English summary

- We store only essential preferences and basic session info **on your device**. If you turn on Meta Cloud Backup, that data is backed up by Meta to your Meta account.
- When the adaptive guidance system generates content, we send the **minimum** necessary information to our AI provider. They keep it **for up to 30 days** to prevent abuse and then delete it. They do not train on your data.
- Opt-in **relaxation check-ins** are recorded on a 5 point very tense → very relaxed scale, and are used to personalize your sessions. Opt in/out at **Profile → Preferences → Personalized Guidance → Relaxation check-ins**.
- Your preferences are stored on your device and are used to personalize your sessions. You can **view** and **change** all your user preference data in the App - see **Profile → Preferences**.
- Your **session history** (e.g., session type, duration, completion percentage) is stored on your device and is used to personalize your sessions.
- You can **delete your data** in **Profile → Users → Delete**.
- We collect **anonymous session metrics** (e.g., session type, title, duration, completion percentage, breathing guidance accuracy, and optional relaxation ratings) to improve the app.
 - We may publish **aggregated, de-identified statistics** and share de-identified session datasets with academic researchers under **no** re-identification or **commercial-use** terms.
- Voice recording is only enabled in **Soul Retreat Plus** and only when you explicitly request it to be recorded with a gesture.
 - We **don't save your voice or transcripts**. Voice is processed in real time to run features like voice navigation and the AI mindfulness guide.
 - Conversations are **not** stored by us.
- **We do not** sell personal data and we do not run behavioral advertising.
- Soul Retreat is a **wellness/relaxation app for adults (18+)**. It is **not therapy** and does not diagnose, treat, or prevent medical conditions.

If you want more detail, the sections below explain exactly what we collect, why, for how long, and your rights.

1) Scope

This policy covers the Soul Retreat VR application for Meta Quest (the “Service”).

2) Who we are and how to contact us

Soul Retreat Labs Ltd (Company No. SC833615) is responsible for your personal data. Write to us at support@soulretreat.app with any privacy questions.

3) The data we process, why, and how long

We aim to minimize data. Below is a transparent list of what we process.

Category	Examples	Purpose(s)	Lawful basis (UK/EU)	Retention	Shared with
Account preferences & session history	Username, preferences (e.g., goal, guide voice, session duration); session history (e.g., session type, optional 1–5 relaxation scores)	Provide and personalize the Service; remember settings	Performance of contract (to deliver the Service)	Stored on device ; backed up only if you enable Meta Cloud Backup; until you delete in-app or uninstall	Meta (only if you enable Cloud Backup)
Optional personalization in Plus (18+, optional)	Guide persona, bedtime, area of tension, mentor, age	Deeper personalization of adaptive guidance for Soul Retreat Plus	Performance of contract (to deliver the Service)	Stored on device ; optionally in Meta Cloud Backup if enabled; until you delete	Meta (Cloud Backup);
Session telemetry - anonymous	Session title, type, posture (lying/sitting/standing), completion	Understand usage, quality, and improve features;	Legitimate interests (product improvement)	Aggregated/d e-identified records kept as needed for trend	Unity Cloud Analytics

Category	Examples	Purpose(s)	Lawful basis (UK/EU)	Retention	Shared with
	%, breathing accuracy %, duration; optional relaxation rating (1–5 very tense → very relaxed)	safety and reliability; publish aggregated, de-identified statistics; share de-identified datasets with academic researchers		analysis; raw identifiers minimized (13 months)	
Device & technical data	Device model, OS version, app version, crash logs, performance metrics; no advertising IDs	App functionality; debugging; security	Legitimate interests; Performance of contract	Per operational need (e.g., crash logs for recent versions)	Unity Cloud Analytics, Meta
Voice inputs (real time)	Voice commands; AI guide prompts	Enable voice features; generate requested responses	Performance of contract; Consent where required	Not stored by us; processed in real time; AI provider retains minimal text for ≤30 days to detect abuse, then deletes	OpenAI
AI content requests	Text comprising account preferences & session history and optional personalization in Plus	Generate adaptive AI meditations and stories; respond to user voice inputs	Performance of contract; Legitimate interests (safety)	We do not store prompts/responses; AI provider retains minimal logs for ≤30 days for abuse	OpenAI

Category	Examples	Purpose(s)	Lawful basis (UK/EU)	Retention	Shared with
	Text you choose to send for AI guidance (e.g., goal selection; optional context you type or speak)			prevention and then deletes	
Payments & subscriptions	Purchase history, refunds, billing (via Quest Store)	Process payments for Soul Retreat Plus via Meta Quest Store	Performance of contract; Legal obligation	As required by the platform and tax laws	Meta Platforms (Quest Store)
Support communications	Emails you send us; bug reports	Respond to you; fix issues	Legitimate interests; Performance of contract	Until resolved and for a reasonable legal retention period	Email only (support@soulretreat.app)

4) Special notes on sensitive areas

- **Voice & transcripts:** We do not save audio recordings or transcripts. Voice features require an explicit user action (e.g., start/stop gesture).
- **Biometric/sensor signals:** The app may use device sensors for interactions (e.g., hand tracking, head pose). We do not attempt to infer identity or health conditions from those signals.
- **Self-harm or violence language:** **On-device** detection may surface country-specific resources. We do not store this content; detection operates locally to provide safety nudges and links.
- **Children:** Soul Retreat and Soul Retreat Plus is for **adults 18+** only.

5) Your choices and controls

Within the app you may:

- **View/change preferences** in **Profile → Preferences**.
- **Delete in-app data** via **Profile → Users → Delete**. This removes your app profile and local preferences/history. If you re-install or create a new user, you'll start fresh.

- You may also request deletion of any personal data we control (including support communications) by emailing **support@soulretreat.app**. We don't store voice or AI transcripts; OpenAI retains minimal logs for ≤30 days solely for abuse prevention, after which they are automatically deleted; Unity diagnostics are retained for 13 months; aggregated/de-identified telemetry cannot be linked back to you.

6) Your rights (UK/EU)

Depending on where you live, you may have rights to access, correct, delete, restrict, or object to processing, and to data portability. You also have the right to complain to your data protection authority. If we rely on consent, you can withdraw it at any time in-app.

7) California privacy (CPRA)

We don't "sell" or "share" personal information as defined by California law, and we don't use or disclose sensitive personal information for purposes other than those permitted by law. You can view or delete your data in the app.

8) International transfers

We are based in the United Kingdom. When we transfer data to providers outside the UK/EEA (for example, OpenAI and Unity services, which may process data in the United States and other locations), we rely on appropriate safeguards such as Standard Contractual Clauses (SCCs) or equivalent transfer tools where required by law.

9) Security

We use technical and organizational measures to protect data (e.g., encryption in transit, access controls). No system is perfectly secure; if we become aware of a breach impacting you, we will comply with legal notification duties.

10) How long we keep data

We keep personal data only as long as needed for the purposes above, then delete or anonymize it. Category-specific guidance:

- **OpenAI API logs:** retained by OpenAI for **up to 30 days** for abuse prevention.
- **Unity Cloud Analytics diagnostics/telemetry:** retained by Unity for 13 months.
- **Local app preferences/history:** stay **on your device** (and in **Meta Cloud Backup** only if you enable it) until you delete them via **Profile → Users → Delete Username** or disable/clear Cloud Backup.

Appendix A — Third-party recipients (platform & processors)

Platform

- **Meta Platforms (Meta Quest)** — platform services, device/account integration, purchases; optional **Meta Cloud Backup** for your on-device preferences/history if enabled.

AI & speech

- **OpenAI** — AI text generation and speech services; retains minimal logs **≤30 days** for abuse prevention; **no training on data**.

Crash reporting / telemetry

- **Unity Cloud Analytics** — app diagnostics, quality and reliability.

Payments

- **Meta Quest Store** — handles purchases, subscriptions, receipts and refunds.