

Maporium Privacy Policy

Last Updated: August 1, 2026

I. Introduction

We recognize that your privacy is very important. This privacy policy ("**Privacy Policy**") describes how Maporium Inc. ("**Maporium**," "**our**," "**we**," "**us**") collects, uses, and discloses your personal information when you access our website at maporium.com or use our SMAP platform (collectively, the "**Services**"), including when you create an account, subscribe to a plan, use AI-powered features, create or share smaps, or otherwise interact with Maporium. Capitalized terms not defined herein shall have the same meaning given to them in our Terms of Service.

Maporium is the data controller or "business," under applicable under state privacy laws for all personal information it collects and processes in connection with the Services. In limited circumstances, Maporium may act as a data processor or Services provider where it processes personal information on behalf of a business customer pursuant to a separate written agreement or data processing addendum. In such cases, the business customer's privacy policy, not this Privacy Policy, governs the processing of that personal information.

By accessing our Services, you agree to be bound by this Privacy Policy. This Privacy Policy is part of, and subject to, our Terms of Service. If you do not agree with our Terms of Service or this Privacy Policy, do not access or use our Services.

II. Scope of This Privacy Policy

This Privacy Policy applies to personal information we process as a controller in the following contexts:

- Visitors to our website;
- Individuals who create an account on the Services;
- Subscribers to free trial, monthly, or yearly plans;
- Users who create, view, or share smaps;
- Users who purchase or use AI credits;
- Individuals who contact us for support or other inquiries; and
- Individuals who interact with us for marketing or partnership purposes.

III. Personal Information We Collect

1. Information You Provide Directly

Maporium collects personal data that you provide us directly when you use our Services or interact with us, such as when you fill out a form. We use this information to provide, improve, promote, and protect the Services. The personal data we collect may include:

- Identifiers: such as contact information, including first and last name, company name, job title, email address, telephone number, postal address, account registration information, authentication credentials, usernames, and other information associated with your use of a free or publicly available account.
- Usage, Profile, and Account Data: information associated with your account and use of the Platform, such as account settings, preferences, profile information (including your name and biography, if you choose to provide them), and activity associated with your use of free features of the Services.
- Subscription and Billing Data: such as subscription plan type (free trial, monthly, yearly), billing and payment information such as credit card details (processed by our third-party payment processor), transaction history, and subscription changes. As to payment information, we do not store full credit card numbers. All billing data is handled by our payment processor, Stripe.
- Educational discount eligibility information
- AI Credit Purchases and Usage: such as AI request data, AI credit purchase history and bundle selections, AI credit balance and usage records, and AI request history and response (associated with smaps including prompts submitted to generate smaps, elements, properties, or smap assistant queries), and the corresponding AI-generated responses.
- Support and Communications Data: such as information you provide when contacting customer support, correspondence and communications with us, feedback, survey responses, and feature requests.
- Collaboration and Sharing Data: such as the email addresses of individuals with whom you share smaps and collaboration preferences and permissions you set.
- User-Generated Content (Smaps): When you use the Services, you create content in the form of smaps. Smaps may contain text, data, links, URLs to images and documents, and other content that you author or choose to include. You own all content you create. However, any personal information that you or others include in smaps is processed by Maporium as described in this Privacy Policy.

2. Information Collected Automatically

When you access or use our Services, we may collect certain information automatically, including:

- Usage Data: Information about how you use the Services, including features accessed, smaps created or viewed, AI credits used, session duration, interaction patterns, and internal service metrics such as AI usage, AI credit cost by skill and smap size.
- Device and Technical Data: Browser type and version, operating system, screen resolution, device identifiers, IP address, and similar technical information.
- Log Data: Server logs that record requests made to our Services, including timestamps, URLs accessed, and referring pages.

3. Cookies and Online Tracking Technologies

We may use cookies and similar technologies (such as local storage) to maintain session state, remember your preferences, and support basic website functionality.

We use Google Analytics on our website and certain account pages, such as sign-in and sign-up pages, to understand how users navigate our website and sign-up process and to improve the Services. We configure Google Analytics, including Restricted Data Processing and related privacy controls where available, to limit Google's use of Analytics data and to support measurement rather than advertising purposes.

IV. How and Why We Use Your Personal Information

We use your personal information to provide you with the Services and for the following purposes:

- To create and maintain your account and authenticate your identity;
- To process your subscription, billing, and payment transactions;
- To provide, operate, and maintain the Services, including AI-powered features;
- To process AI credit purchases and manage your credit balance;
- To enable collaboration features, including sharing smaps with recipients associated with the email addresses you provide, supporting limited autocomplete for prior sharing relationships, and sending Service-related notifications (e.g., notifying a user that a smap has been shared with them, or delivering monthly subscription receipts);
- To communicate with you, including responding to your requests, support inquiries, and providing customer service;
- To perform internal operations, such as troubleshooting, data analysis, testing, understanding website and sign-up navigation, generating service insights (including generalized or anonymized metrics), and improving the effectiveness and security of our Services;
- To send you marketing or promotional communications about SMAP and related products, services, features, events, or offers that may be of interest to you;
- To personalize your experience, such as remembering your settings and preferences;
- To comply with legal obligations, enforce our Terms of Service, and protect our rights, safety, or property; and
- To detect, prevent, and address fraud, abuse, or security issues.

AI Data Retention and Model Training: AI request data (including requests and responses) is associated with the relevant smap and retained as part of that smap, including in the smap's assistant conversation history. If you delete a smap, AI requests and responses associated with that smap are deleted along with it, subject to our legal and security and abuse-prevention practices. We do not use your AI request data or personal smap content to train our own AI models. However, third-party AI providers may process your inputs and outputs subject to their own terms and policies.

V. Disclosure of Personal Information

We may disclose your personal information to the following categories of recipients:

- **Service Providers.** We use trusted service providers to help us provide, improve, protect, and operate our Services. These may include payment processors, cloud hosting providers, AI service providers, email delivery services, and customer support tools. Service providers access your personal information only as reasonably necessary to perform services on our behalf and are contractually obligated to protect it.
- **AI Providers.** When you use AI features, your inputs (which may include smap content) are transmitted to third-party AI service providers for processing. See the AI Features section above for additional details.
- **Collaborators.** When you share a smap, the smap content, associated assistant conversation history, and certain information about you (such as your email address and smap content) is disclosed to the recipients you designate. To share a smap, you must provide the recipient's full email address unless the recipient is already in your prior sharing history and the recipient must have, or create, an account associated with that email address to access the shared smap.
- **Legal Compliance and Protection of Rights.** We may disclose personal information as necessary to comply with legal obligations, respond to lawful requests (such as subpoenas or court orders), enforce our Terms of Service, or protect the rights, safety, or property of Maporium, our users, or the public.
- **Business Transfers.** We may disclose personal information in connection with a merger, acquisition, sale of assets, reorganization, or bankruptcy.
- **Affiliates.** We may share personal information with our corporate affiliates for purposes consistent with this Privacy Policy.

VI. Third-Party Links

Smaps may contain hyperlinks to third-party websites, images, documents, or online resources that are not owned or controlled by Maporium. These links are placed by users (or, in the case of sample smaps, by Maporium) and may open in separate browser tabs or windows.

Maporium is not responsible for the privacy policies or practices of any third-party website. The inclusion of a link in a smap does not imply endorsement by Maporium of the linked site, its content, or its operators. We encourage you to review the privacy policy of any third-party website you visit.

Maporium-created sample smaps may include affiliate links. If you click an affiliate link, you choose to leave the Services and interact with the third-party merchant or website.

VII. Retention of Personal Information

We retain your personal information for no longer than is necessary for the purposes for which it was collected. Our general retention practices are as follows:

- **Account Data:** Retained for the duration of your account and for a reasonable period thereafter to comply with legal obligations and resolve disputes.

- **Billing and Transaction Data:** Retained as required by applicable tax and financial record-keeping laws.
- **AI Request Data:** Retained as part of the smap with which the AI request or response is associated, including in the smap's assistant conversation history. When you delete a smap you own, AI requests and responses with that smap are deleted with it, subject to our backup, legal, security, and abuse-prevention retention practices.
- **Usage and Technical Data:** Retained in aggregate or anonymized form for analytics and Services improvement purposes.
- **User Content (Smaps):** Retained for the duration of your account or until you delete the smap. Upon account deletion, your smaps will be deleted in accordance with our data deletion practices.

VIII. Security of Personal Information

We implement reasonable administrative, technical, and organizational measures designed to protect your personal information against unauthorized access, alteration, disclosure, or destruction. These measures include encryption of data in transit, access controls, and regular security assessments.

However, no method of transmission over the Internet or method of electronic storage is completely secure. While we strive to use commercially reasonable means to protect your personal information, we cannot guarantee absolute security.

IX. United States Privacy Disclosures

1. Your Privacy Rights

Depending on your state of residence, you may have certain rights with respect to your personal information, including:

- The right to know what personal information we have collected about you, including the categories and specific pieces of personal information, the sources, the purposes of processing, and the categories of third parties to whom it has been disclosed;
- The right to request deletion of your personal information, subject to certain exceptions;
- The right to correct inaccurate personal information;
- The right to limit the sensitive information we collect about you to certain statutorily permitted purposes;
- The right to opt out of the "sale" or "sharing" of personal information and targeted advertising (to the extent applicable); and
- The right not to be discriminated against for exercising your privacy rights.

2. Sensitive information

We do not require you to provide sensitive personal information to use the Services. You may choose to include information in your profile, biography, smaps, or communications with us, and you should not

include sensitive personal information unless you want it processed as described in this Privacy Policy. Profile information you provide is visible to users with whom you share snaps. We only process sensitive personal information you provide to provide you with the Services. Accordingly, we do not offer the “Right to Limit the Use of Sensitive Information.”

3. Exercising Your Rights

To exercise your privacy rights, you may contact us at privacy@maporium.com or by using the contact information provided at the end of this Privacy Policy. We will verify your identity before processing your request and will respond within the timeframes required by applicable law.

You may also designate an authorized agent to submit a request on your behalf. If you use an authorized agent, we may require you to verify your identity directly with us and to provide written authorization to the agent.

4. Sale, Share, and Targeted Advertising

We do not sell or share personal information (as those terms are defined under applicable state privacy laws) and we do not disclose, make available, or transfer personal information to third parties for targeted advertising or for monetary or other valuable consideration. We also do not engage in targeted advertising using third-party tracking technologies.

5. Do Not Track

Our Services do not currently respond to web browser “Do Not Track” (DNT) signals. However, because we do not currently use third-party advertising or analytics trackers that engage in cross-site tracking, no action is required in response to such signals at this time.

X. Service Communications and Preferences

We may send you Services-related emails that are necessary for the operation of your account and use of the Services. These may include:

- Account verification and password reset emails;
- Subscription confirmation and renewal notices;
- Monthly subscription receipts;
- Notifications that a snap has been shared with you;
- Services updates, maintenance notices, and security alerts; and
- Responses to your support inquiries.

These transactional and service-related communications are not marketing messages, and you generally cannot opt out of them while maintaining an active account.

You may opt out of receiving marketing emails at any time by following the unsubscribe instructions included in those emails or by contacting us at the contact information provided in this Privacy Policy. Even if you opt out of marketing communications, we may still send you non-marketing communications, such as account, subscription, billing, security, legal, or service-related notices.

XI. Children's Privacy

The Services is not specifically directed to children under 16 years of age. We do not knowingly collect personal information from children under 16. If we learn that we have collected personal information from a child under 16, we will take steps to delete such information promptly.

If you are a parent or guardian and believe your child has provided us with personal information, please contact us at privacy@maporium.com so that we can take appropriate action.

XII. Changes to This Privacy Policy

We reserve the right to update or modify this Privacy Policy from time to time. If we make material changes, we will notify you by revising the "Last Updated" date at the top of this Privacy Policy. We may also provide additional notice, such as a notification within the Services or an email to the address associated with your account.

Your continued use of the Services after any changes to this Privacy Policy constitutes your acceptance of the revised policy. We encourage you to review this Privacy Policy periodically.

XIII. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us at: privacy@maporium.com