

Loorio Privacy Policy

Last updated: July 2, 2026

This Privacy Policy explains how **Loorio, LLC**. ("Loorio," "we," "us," or "our") collects, uses, discloses, stores, and protects information when you use Loorio, including our mobile applications, websites, video features, quiz features, creator tools, gifting features, and related services (collectively, the "Service").

By using Loorio, you agree that we may process your information as described in this Privacy Policy.

1. Who We Are

Loorio is a short-form educational video platform that allows users to watch, upload, interact with, and learn from videos. Loorio may generate quizzes, transcripts, summaries, recommendations, captions, or other learning materials from videos using automated systems and third-party AI providers.

Operator: Loorio, LLC.

Contact email: support@loorio.com

2. Age Requirements and Children's Privacy

Loorio is intended for users who are at least **13 years old**.

You may not create an account or use Loorio if you are under 13. If you are under the age of majority in your jurisdiction, you may use Loorio only with permission and supervision of a parent or legal guardian.

We do not knowingly collect personal information from children under 13. If we learn that we have collected personal information from a child under 13 without required parental consent, we will delete that information as reasonably required by law.

If you believe a child under 13 has provided us personal information, contact us at support@loorio.com.

3. Information We Collect

We collect information in the following categories.

3.1 Account Information

When you create or manage an account, we may collect:

- name or display name;
- username;
- email address;
- password or authentication credentials;
- profile photo/avatar;
- bio or profile description;
- account settings;
- age or date-of-birth information, if used for age screening;
- login status and authentication tokens.

We may use third-party authentication providers if you sign in using services such as Apple, Google, or other login providers.

3.2 Profile and Public Activity Information

Some information may be visible to other users, depending on your use of the Service, including:

- username;
- display name;
- avatar;
- bio;
- uploaded videos;
- captions;
- comments;
- likes or other engagement activity;
- follower and following counts;
- creator profile information;
- public rankings, badges, streaks, mastery indicators, or learning activity, if shown in the product.

Do not include sensitive information in public profile fields, captions, comments, videos, or other public areas of the Service.

3.3 User Content

We collect content you upload, post, submit, or generate through the Service, including:

- videos;
- audio contained in videos;
- captions;
- comments;
- thumbnails;
- quiz answers;
- reports;
- support messages;
- profile information;
- any other content you choose to submit.

Your videos and related metadata may be processed to provide playback, recommendations, safety review, transcription, quiz generation, and other Service features.

3.4 Learning and Quiz Information

Because Loorio provides learning features, we may collect information about your learning activity, including:

- videos watched;
- watch time;
- completion percentage;
- whether you watched enough of a video to unlock a quiz;
- quiz questions shown to you;
- quiz answers and scores;
- attempts, streaks, XP, mastery indicators, progress, and other gamified learning data;
- topics, categories, or subjects associated with your learning activity.

We use this information to operate the quiz system, personalize your experience, show progress, improve learning quality, and measure product performance.

3.5 Device, Usage, and Log Information

We may automatically collect technical and usage information, including:

- device type;
- operating system;
- app version;
- browser type, if applicable;
- IP address;
- approximate location derived from IP address;
- language settings;
- time zone;
- crash logs;
- diagnostic data;
- feature interactions;
- pages or screens viewed;
- upload and playback events;
- referral source;
- timestamps;
- error logs;
- performance data.

3.6 Contacts and Social Graph Information

If we offer contact discovery, friend-finding, invitations, or similar features, we may collect contact-related information only with your permission. If you give permission, we may process contact identifiers such as phone numbers or email addresses to help you find people you know.

You may revoke contact permissions through your device settings.

3.7 Camera, Photos, Microphone, and Media Access

If you upload or record videos, we may request access to your camera, photo library, microphone, or media files. We use this access only to provide recording, upload, editing, and publishing features.

You can control these permissions through your device settings.

3.8 Payment, Coins, Gifting, and Creator Monetization Information

If Loorio offers coins, gifts, in-app purchases, creator monetization, or payouts, we may collect and process information such as:

- coin balance;
- gift transactions;
- purchase history;
- receipt or transaction identifiers;
- creator earnings records;
- payout eligibility status;
- tax or identity verification status, if required;
- fraud prevention signals;
- refund or chargeback information.

Payment card details and App Store payment credentials are typically processed by Apple, payment processors, or payout providers, not directly by Loorio. We may receive transaction confirmation, receipt data, subscription status, refund status, and related metadata.

3.9 Reports, Moderation, and Safety Information

When users report content, accounts, comments, or behavior, we may collect:

- report reason;
- reported content;
- reporter account information;
- reported user account information;
- moderation notes;
- safety review results;
- enforcement history;
- appeal information.

We use this information to enforce our Terms of Service, Community Guidelines, and safety rules.

3.10 Communications with Us

If you contact us, we may collect:

- your email address;
- message contents;
- attachments;
- support request history;
- information needed to resolve your request.

4. How We Use Information

We use information to:

- create and manage accounts;
- authenticate users;
- provide video upload, playback, feed, profile, follow, like, comment, quiz, and learning features;
- generate transcripts, captions, summaries, quizzes, and other AI-powered learning materials;
- personalize feeds, recommendations, quiz prompts, topics, and learning experiences;
- measure watch time, completion, quiz performance, engagement, retention, and product quality;
- process gifts, coins, purchases, creator eligibility, and payouts;
- provide customer support;
- send service-related messages;
- detect, prevent, and respond to spam, fraud, abuse, security incidents, and policy violations;
- moderate content and enforce our Terms of Service and Community Guidelines;
- debug, repair, and improve the Service;
- conduct analytics and product research;
- comply with legal obligations;
- protect the rights, safety, and security of Loorio, users, and others.

5. AI Features and Automated Processing

Loorio may use automated systems and third-party AI providers to process videos, audio, text, images, metadata, quiz responses, and usage information. These systems may be used to:

- generate quizzes from videos;
- generate transcripts or captions;
- summarize educational content;
- classify videos by topic or category;
- detect potentially unsafe or prohibited content;
- improve recommendations;
- improve product quality and learning features.

AI-generated content may be inaccurate, incomplete, or inappropriate. We may use human review, automated review, or a combination of both to improve quality and safety.

Do not upload content to Loorio if you do not want it processed for video hosting, AI-generated learning features, moderation, recommendations, or product improvement.

6. Legal Bases for Processing, Where Required

Where privacy laws require a legal basis for processing, we rely on one or more of the following:

- **Contract:** to provide the Service you request;
- **Consent:** where required, such as for certain device permissions, marketing, or optional features;
- **Legitimate interests:** to improve, secure, analyze, and operate the Service;
- **Legal obligations:** to comply with laws, legal requests, tax rules, payment rules, and safety obligations;
- **Vital or public interests:** where necessary to protect safety or prevent serious harm.

7. How We Share Information

We may share information in the following ways.

7.1 With Other Users

Information you make public or submit to public areas of the Service may be visible to other users. This may include your profile, username, avatar, uploaded videos, captions, comments, likes, followers, following counts, and creator information.

7.2 With Service Providers

We may share information with vendors and service providers that help us operate the Service, including providers for:

- cloud hosting and storage;
- video processing and streaming;
- databases;
- analytics;
- crash reporting;
- customer support;
- AI processing;
- content moderation;
- payments and in-app purchases;

- creator payouts;
- fraud prevention;
- email delivery;
- security and infrastructure.

These providers may process information only as needed to provide services to us, subject to their agreements with us.

7.3 With AI Providers

We may share videos, audio, transcripts, captions, metadata, quiz responses, and related content with AI providers to generate or improve features such as quizzes, transcripts, summaries, categories, moderation signals, and recommendations.

We will not knowingly use children's personal information for AI training in violation of applicable law.

7.4 With Payment, App Store, and Payout Providers

If you buy coins, send gifts, receive creator earnings, or request payouts, we may share relevant transaction, receipt, account, fraud-prevention, tax, and identity-verification information with Apple, payment processors, payout providers, banks, tax providers, fraud prevention providers, and similar partners.

7.5 For Legal, Safety, and Enforcement Reasons

We may disclose information if we believe it is reasonably necessary to:

- comply with law, legal process, subpoenas, court orders, or government requests;
- enforce our Terms of Service, Community Guidelines, or other policies;
- investigate fraud, abuse, security incidents, or illegal activity;
- protect the rights, property, and safety of Loorio, users, or others;
- detect or prevent child exploitation, threats, harassment, or serious harm.

7.6 Business Transfers

If Loorio is involved in a merger, acquisition, financing, reorganization, bankruptcy, sale of assets, or similar transaction, information may be transferred as part of that transaction.

7.7 With Your Consent

We may share information in other ways if you direct us to do so or give us consent.

8. Cookies and Similar Technologies

If Loorio operates websites or web-based services, we and our service providers may use cookies, local storage, pixels, SDKs, and similar technologies to:

- keep you logged in;
- remember preferences;
- measure usage;
- improve performance;
- prevent fraud;
- analyze traffic;
- support marketing, where permitted.

You can control cookies through your browser settings. Some features may not work properly if cookies are disabled.

9. Analytics, Advertising, and Tracking

We may use analytics tools to understand how users use Loorio, improve product performance, measure retention, and debug issues.

If we use advertising, attribution, or tracking technologies, we will update this Privacy Policy and make required disclosures in the app stores and consent flows.

We do not sell personal information in the ordinary meaning of selling data for money. However, some privacy laws define “sale” or “sharing” broadly. If our practices are considered a sale or sharing under applicable law, we will provide required notices and choices.

10. App Store Privacy Disclosures

If Loorio is distributed through the Apple App Store, we are responsible for accurately disclosing the data we and our third-party partners collect in Apple’s App Privacy details.

The data categories disclosed in the App Store should match Loorio’s actual data practices. If we add new SDKs, analytics, ads, payments, AI processing, or tracking features, we must update the App Store privacy disclosures.

11. Data Retention

We keep information for as long as reasonably necessary to provide the Service, comply with legal obligations, resolve disputes, enforce agreements, prevent fraud and abuse, maintain security, and support legitimate business needs.

Retention periods vary depending on the type of information, including:

- account information: retained while your account is active;
- public content: retained until deleted or removed, subject to backups and legal needs;
- videos: retained while published or as needed for safety, legal, backup, or operational reasons;
- quiz and learning data: retained to operate progress, personalization, and learning features;
- payment, gifting, and payout records: retained as required for accounting, fraud prevention, tax, legal, and compliance reasons;
- logs and diagnostics: retained for a limited period unless needed for security, fraud, or legal reasons;
- moderation records: retained as needed to enforce policies, protect users, and prevent repeat abuse.

Deleted content may remain in backups for a limited time before deletion from backup systems.

12. Your Choices and Controls

Depending on your location and applicable law, you may have rights to:

- access personal information we have about you;
- correct inaccurate information;
- delete your account or certain information;
- object to or restrict certain processing;
- withdraw consent where processing is based on consent;
- request a copy of your information;
- opt out of certain marketing communications;
- appeal certain decisions, where required by law.

To make a request, contact us at support@loorio.com. We may need to verify your identity before processing a request.

Some information may not be deleted immediately if we must retain it for legal, safety, fraud prevention, accounting, tax, dispute resolution, or legitimate operational reasons.

13. Account and Content Deletion

You can delete your account directly in the app through your account settings. You may also request deletion by contacting privacy@loorio.com.

When your account is deleted, we will delete or de-identify account information as required by applicable law, subject to retention needs described in this Privacy Policy.

Content you posted may be removed from public view, but some information may remain if:

- it was shared by others;
- it appears in another user's saved, shared, or copied content;
- it is needed for legal, safety, moderation, fraud prevention, or dispute reasons;
- it exists in backups for a limited period;
- it is part of transaction, payout, or tax records we must retain.

14. Security

We use reasonable administrative, technical, and organizational measures designed to protect information from unauthorized access, loss, misuse, alteration, or disclosure.

No system is perfectly secure. You are responsible for keeping your login credentials confidential and for promptly telling us if you believe your account has been compromised.

15. International Users

Loorio may process and store information in the United States and other countries where we or our service providers operate. These countries may have privacy laws different from those in your jurisdiction.

By using the Service, you understand that your information may be transferred to and processed in the United States and other locations.

16. California Privacy Rights

If you are a California resident, California law may give you certain rights regarding personal information, including the right to know, delete, correct, and opt out of certain uses or disclosures of personal information.

Depending on whether Loorio meets applicable legal thresholds, you may have the right to:

- know the categories of personal information collected;
- know the categories of sources of personal information;
- know the business or commercial purposes for collecting information;
- know the categories of third parties to whom information is disclosed;
- request access to specific pieces of personal information;
- request deletion;

- request correction;
- opt out of sale or sharing, if applicable;
- limit use of sensitive personal information, if applicable;
- not be discriminated against for exercising privacy rights.

To exercise rights, contact **support@loorio.com**.

Categories of Personal Information We May Collect

Depending on how you use Loorio, we may collect:

- identifiers, such as name, email, username, IP address, device identifiers;
- account and profile information;
- internet or electronic network activity, such as usage logs, watch activity, quiz activity, and interactions;
- audio, electronic, visual, or similar information, such as videos and audio you upload;
- commercial information, such as coin purchases, gifting activity, and transaction records;
- approximate location information, such as IP-derived location;
- inferences, such as topic preferences, learning progress, and recommendations;
- sensitive personal information only where necessary or voluntarily provided, such as account security data, payment/payout verification information, or content you choose to upload.

We do not knowingly sell personal information of users under 16.

17. Notice for Users in the European Economic Area, United Kingdom, or Similar Jurisdictions

If you are located in the EEA, UK, or another jurisdiction with similar privacy laws, you may have rights to access, correct, delete, restrict, object to processing, data portability, and lodge a complaint with a data protection authority.

Where we rely on consent, you may withdraw consent at any time. Withdrawal does not affect processing that occurred before withdrawal.

If required, our lawful bases for processing are described in Section 6.

Controller: Loorio, LLC.

Contact: support@loorio.com

EU/UK representative, if required: Not currently appointed

18. Do Not Track

Some browsers transmit “Do Not Track” signals. Because there is no uniform industry standard for responding to such signals, we do not currently respond to them unless required by law.

19. Third-Party Links and Services

Loorio may contain links to third-party websites, services, content, or integrations. We are not responsible for the privacy practices of third parties. Their privacy policies govern their collection and use of your information.

20. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you as required by law, such as through the app, by email, or by updating the “Last updated” date.

Your continued use of the Service after the updated Privacy Policy takes effect means you acknowledge the updated policy.

21. Contact Us

For privacy questions, requests, or complaints, contact:

Loorio, LLC.

Email: support@loorio.com