

Privacy Policy — myvalues.app

Last updated: October 9, 2025 | Version: 2.0

This Privacy Policy describes how myvalues.app treats data you provide when using the platform. The same controller and data practices apply to users worldwide; this English version is provided for transparency on the international site.

DATA CONTROLLER

Personal data collected through myvalues.app is processed by:

Cainã Teixeira Gomes (individual)

Avenida Brigadeiro Faria Lima, 1685, suite 4C

Jardim Paulistano, São Paulo — SP, Brazil

ZIP: 01452-916

Privacy contact: hello@myvalues.app

1. DATA WE COLLECT

We collect only data you voluntarily provide when using the values clarification tool, including:

- Choices made in value pairs
- Information you provide, such as email (optional)
- Non-identifiable technical data, such as response latency and anonymous usage analytics

2. PURPOSE AND LEGAL BASIS

- **Personalized feedback** — consent and contract performance
- **Algorithm improvement** — legitimate interest
- **AI and behavioral science features** — legitimate interest
- **Scientific research with aggregated, anonymized data** — research purpose
- **Performance and usability monitoring** — legitimate interest

For users in Brazil, processing also complies with LGPD (Law 13.709/2018). For users in the EEA/UK, GDPR lawful bases above apply. For California residents, see Section 12.

3. STORAGE AND LOCATION

Data is stored on secure servers in Brazil (São Paulo region). International users acknowledge that data may be processed in Brazil under appropriate safeguards.

4. SECURITY

We use encryption in transit (HTTPS/TLS), access controls, backups, and monitoring. We do not sell personal data.

5. RETENTION

- **Session and comparison data:** while your account is active; up to 30 days after deletion for audit unless you request earlier deletion
- **Aggregated research data:** indefinitely when anonymized
- **Access logs:** up to 6 months where applicable

6. SHARING

We do not sell or rent data. We may share aggregated, anonymized data for research, or when required by law.

7. VALUES COMPARISON (PAIRING)

When you compare values with another person via invite link:

- Comparison reports are shared only after the invitee explicitly accepts
- Either participant may revoke access at any time
- Email addresses may be shown to the other participant for identification in the report list

8. YOUR RIGHTS

You may request access, correction, deletion, portability, or restriction of processing, and withdraw consent. Contact: hello@myvalues.app

We respond within 30 days. EEA/UK users may lodge a complaint with their local supervisory authority. Brazilian users may contact ANPD.

9. COOKIES

We use functional and analytics cookies only — not advertising or cross-site tracking cookies.

10. CHANGES

We may update this Policy. The current version will always be available on the platform.

11. CONTACT

hello@myvalues.app

12. CALIFORNIA RESIDENTS (CCPA/CPRA)

We do not sell personal information. California residents may request disclosure of categories collected, deletion, and correction. Submit requests to the email above.

ACCEPTANCE

By using myvalues.app, you acknowledge this Privacy Policy.