

Privacy Policy

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1. Introduction

ItsLive ("we," "our," or "us") operates the website itslive.dev and provides the ItsLive platform (the "Service"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our Service.

By accessing or using our Service, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access or use the Service.

2. Information We Collect

2.1 Information You Provide Directly

- **Account Information:** When you create an account, we collect your name, email address, and GitHub profile information (username, avatar, and profile URL) through GitHub OAuth authentication.
- **Payment Information:** When you subscribe to a paid plan, we collect billing details through our payment processor, Stripe. We do not store your full credit card number, CVV, or other sensitive payment details on our servers. Stripe handles all payment processing in accordance with PCI DSS standards.
- **Project Configuration:** Information you provide when setting up projects, including project names, slugs, branding preferences (colors, logos), AI tone preferences, product descriptions, and changelog examples.
- **Manually Created Content:** Changelog entries, titles, summaries, and cover images you create or upload through the dashboard.
- **Communications:** Any information you provide when contacting us for support, feedback, or inquiries.

2.2 Information Collected Automatically

- **GitHub Repository Data:** When you connect a GitHub repository, we access repository metadata, branch information, pull request data (titles, descriptions, labels, authors, diffs, comments, commit messages, and file change information), and push event data (commit messages, file changes, author information) through GitHub webhooks and API calls. The scope of data accessed depends on your project settings — you control whether code diffs, comments, and metadata are shared with our AI processing.
- **Usage Data:** We collect information about how you interact with our Service, including pages visited, features used, timestamps, referring URLs, browser type, operating system, and device information through Vercel Analytics.
- **Log Data:** Our servers automatically record information including your IP address, browser type, referring/exit pages, and timestamps when you access the Service.
- **Cookies and Similar Technologies:** We use essential cookies for authentication and session management. We do not use advertising or tracking cookies.

2.3 Information Collected from Third Parties

- **GitHub:** Profile information and repository data as authorized by your GitHub OAuth permissions.
- **Stripe:** Subscription status, payment confirmation, and customer identifiers for billing management.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **Service Delivery:** To provide, maintain, and improve the ItsLive platform, including generating AI-powered changelog entries from your GitHub pull requests and push events.
- **AI Processing:** Pull request and push data (titles, descriptions, labels, and optionally diffs, comments, commits, and file metadata) is sent to Anthropic's Claude AI to generate changelog summaries. This data is processed in accordance with Anthropic's data usage policies and is not used to train AI models.
- **Account Management:** To create and manage your account, process payments, and communicate with you about your account or subscription.
- **Email Notifications:** To send subscription confirmation emails, changelog update notifications to your project subscribers, and transactional emails related to your account.
- **Analytics:** To understand how our Service is used, identify trends, and improve user experience. We use Vercel Analytics, which collects anonymized usage data.
- **Security:** To detect, prevent, and address technical issues, fraud, and abuse.
- **Legal Compliance:** To comply with applicable laws, regulations, and legal processes.

4. How We Share Your Information

We do not sell, rent, or trade your personal information. We share your information only in the following circumstances:

4.1 Service Providers

We share information with third-party service providers who perform services on our behalf:

- **Anthropic (Claude AI):** Pull request and push data is sent to Anthropic's API for AI-powered changelog generation. Anthropic processes this data according to their API terms and does not use it for model training.
- **Stripe:** Payment and billing information for subscription processing.
- **Supabase:** Database hosting, authentication, and file storage.
- **Resend:** Email addresses for sending transactional and notification emails.
- **Vercel:** Website hosting and analytics.
- **GitHub:** API integration for repository access, webhook management, and OAuth authentication.

4.2 Public Information

- **Public Changelogs:** Changelog entries you publish are publicly accessible at your project's changelog URL. This includes entry titles, summaries, tags, cover images, publication dates, and optionally PR author usernames and PR links, depending on your project settings.
- **Subscriber Information:** Email addresses of subscribers to your changelog are visible to the project owner through the dashboard. Subscriber email addresses are never publicly displayed.

4.3 Legal Requirements

We may disclose your information if required to do so by law, regulation, legal process, or governmental request, or when we believe in good faith that disclosure is necessary to protect our rights, your safety, the safety of others, investigate fraud, or respond to a government request.

4.4 Business Transfers

In the event of a merger, acquisition, reorganization, bankruptcy, or other similar event, your information may be transferred as part of that transaction. We will notify you of any such change in ownership or control of your personal information.

5. Data Storage and Security

5.1 Data Storage

Your data is stored on servers provided by Supabase (hosted on AWS infrastructure) and Vercel. Data is primarily stored in regions within the United States and the European Union. Uploaded images and files are stored in Supabase Storage.

5.2 Security Measures

We implement appropriate technical and organizational security measures to protect your information, including:

- Encryption of data in transit using TLS/SSL.
- Encryption of data at rest.
- Row-Level Security (RLS) policies on all database tables to ensure users can only access their own data.
- HMAC signature verification for all incoming GitHub webhooks.
- Secure handling of API keys and secrets through environment variables.
- Regular security reviews of our codebase and dependencies.

5.3 Data Breach Notification

In the event of a data breach that affects your personal information, we will notify you and any applicable regulatory authorities within 72 hours of becoming aware of the breach, as required by applicable law.

6. Data Retention

- **Account Data:** We retain your account information for as long as your account is active. If you delete your account, we will delete your personal data within 30 days, except where we are required to retain it for legal or legitimate business purposes.
- **Project Data:** When you delete a project, all associated changelog entries, subscriber data, and project settings are permanently deleted immediately (cascade deletion).
- **Subscriber Data:** Subscriber email addresses are deleted immediately when a subscriber unsubscribes or when the associated project is deleted.
- **Payment Records:** We retain payment and billing records for a minimum of 7 years as required by tax and financial regulations.
- **Log Data:** Server logs are retained for up to 90 days for security and debugging purposes.

7. Your Rights and Choices

Depending on your jurisdiction, you may have the following rights regarding your personal information:

7.1 Access and Portability

You have the right to access the personal information we hold about you and to receive a copy of your data in a structured, machine-readable format.

7.2 Correction

You have the right to request correction of inaccurate or incomplete personal information.

7.3 Deletion

You have the right to request deletion of your personal information. You can delete your projects (which cascade-deletes all associated data) through the dashboard. To delete your entire account, contact us at the email address provided below.

7.4 Objection and Restriction

You have the right to object to or request restriction of the processing of your personal information in certain circumstances.

7.5 Withdrawal of Consent

Where we rely on your consent to process your personal information, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on consent before its withdrawal.

7.6 Email Preferences

Changelog subscribers can unsubscribe from notifications at any time using the unsubscribe link included in every email. Project owners can manage their notification preferences through the dashboard.

8. International Data Transfers

If you are accessing our Service from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States and other countries where our service providers operate. We ensure appropriate safeguards are in place for such transfers, including Standard Contractual Clauses where applicable.

9. Children's Privacy

Our Service is not directed to individuals under the age of 16. We do not knowingly collect personal information from children under 16. If we become aware that we have collected personal information from a child under 16, we will take steps to delete that information promptly. If you believe we have inadvertently collected information from a child under 16, please contact us immediately.

10. Third-Party Links

Our Service may contain links to third-party websites or services, including GitHub, Stripe's customer portal, and user-provided links within changelog entries. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you interact with.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page and updating the "Last updated" date. For significant changes, we may also provide notice through the dashboard or via email. Your continued use of the Service after any changes constitutes your acceptance of the updated Privacy Policy.

12. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights, or have concerns about our data practices, please contact us at:

Email: hi@itslive.dev