

GITTY

MVP Terms of Use & Privacy Policy

Version: MVP / Beta Testing

Last updated: 15 September 2026

This document is designed for Gitty's early-stage MVP and beta testing. It should be reviewed by qualified legal counsel before a broad public launch, particularly when expanding to new jurisdictions, introducing clinical claims, or materially changing data practices.

Gitty is an experimental digital wellbeing platform combining immersive experiences, mindfulness, cognitive activities and AI-supported interaction. These terms and privacy disclosures are intended to explain the rules for using the MVP and how participant information may be used for operation, personalisation, product development, research, publication and commercial development.

PART I - GITTY TERMS OF USE

MVP / Beta Testing Version

1. About Gitty

Gitty is an experimental digital wellbeing platform designed to provide immersive experiences that may combine mindfulness exercises, cognitive activities, interactive environments and AI-supported interactions. Gitty is currently provided as an early-stage MVP/beta product for testing, feedback, research and product-development purposes. By accessing or using Gitty, you agree to these Terms of Use.

2. Eligibility

The current Gitty MVP testing programme is intended for adults aged 18 and over. By participating, you confirm that you meet this requirement and have the legal capacity to agree to these Terms.

3. Gitty Is Not Medical Care

Gitty is a digital wellbeing and cognitive-engagement product. It is not a healthcare provider, therapy service, emergency service, clinical assessment or substitute for professional medical or mental-health care.

Unless expressly stated otherwise following appropriate validation and regulatory review, Gitty does not diagnose, prevent, treat or cure medical or mental-health conditions. Mindfulness exercises, cognitive activities, AI interactions, scores, recommendations and other outputs are provided for general wellbeing, engagement, educational, testing and product-development purposes and should not be interpreted as medical or psychological advice.

4. Experimental and Beta Nature

You acknowledge that Gitty is under active development. Features may be incomplete, experimental, inaccurate, unavailable or changed without notice. Interruptions, bugs, streaming issues, performance limitations or loss of access may occur. Participation does not guarantee continued access to Gitty or any future feature.

5. AI-Supported Features

Some Gitty experiences may use artificial intelligence to provide conversational, adaptive or personalised functionality. AI-generated responses may be inaccurate, incomplete or unsuitable for a user's circumstances and should not be treated as professional advice. Users should exercise independent judgment and should avoid submitting unnecessary sensitive personal information into AI interactions.

6. Cognitive Activities and Scores

Gitty may include activities involving attention, memory, problem-solving or other cognitive skills. Unless explicitly stated otherwise, scores and performance information are experimental engagement measures and are not clinical assessments, diagnoses, IQ tests or validated measures of neurological or psychological health.

7. User Responsibilities

You agree to use Gitty lawfully and only for authorised purposes. You must not intentionally disrupt the service, attempt unauthorised access, interfere with other users, circumvent security measures, misuse the platform, or reverse engineer protected components except where applicable law expressly permits it.

8. Testing, Feedback and Research Participation

Gitty may request ratings, questionnaires, interviews, comments or usability feedback. Feedback may be used to evaluate and improve Gitty, develop new features, support research, and create aggregated or anonymised product insights. Participation in a particular optional research activity may be subject to additional information or consent where required.

9. Intellectual Property

Gitty's software, branding, environments, visual designs, content, methodologies and original materials are owned by Gitty or its licensors, as applicable. Access to the MVP provides a limited, revocable, non-exclusive, non-transferable right to use the service for authorised testing. No ownership of Gitty intellectual property is transferred to participants.

10. Research Outputs and Derived Insights

Subject to applicable law and participant rights in personal information, Gitty may own and use analyses, statistical results, aggregated datasets, appropriately anonymised datasets, research findings, methodologies, product insights and other outputs derived from MVP testing. These outputs may support research, publication, intellectual-property development, product development and commercialisation of Gitty and related products or services.

11. Third-Party Services

Gitty may rely on third-party providers for cloud hosting, GPU infrastructure, Pixel Streaming, AI functionality, analytics, communications, security or other technical services. Availability and performance of these providers may affect the Gitty experience.

12. Availability and Changes

Gitty may modify, suspend or discontinue all or part of the MVP at any time. These Terms may also be updated as the product evolves. Material changes will be communicated where required by applicable law.

13. Limitation of Liability

To the maximum extent permitted by applicable law, the MVP is provided on an 'as available' and experimental basis. Gitty does not guarantee uninterrupted operation, accuracy of experimental outputs or suitability for a particular purpose. Nothing in these Terms excludes or limits rights or liabilities that cannot legally be excluded or limited.

14. Contact

Gitty

Website: [INSERT GITTY WEBSITE]

Contact email: Support@gitty.tech

PART II - GITTY PRIVACY POLICY

MVP / Beta Testing Version

1. Introduction

This Privacy Policy explains what information may be collected through the Gitty MVP, why it is processed, how it may be used and shared, and what choices and rights may apply. Gitty aims to collect only information reasonably necessary to operate, evaluate, personalise and develop the product.

2. Information We May Collect

Participant and recruitment information

A participant or testing identifier (for example, G001). If separately provided during recruitment or registration, Gitty may also hold information such as a participant's name, email address or other contact information.

Self-reported wellbeing information

Depending on the test, this may include self-reported mood, stress or similar wellbeing ratings before, during or after a Gitty session.

Experience and feedback information

This may include experience ratings, questionnaires, comments, interview responses, preferences and usability observations.

Cognitive activity information

This may include whether an activity was played or completed, scores, attempts, completion information and related interaction data. These measures are not intended to constitute clinical assessments unless explicitly stated otherwise.

Session and usage information

This may include participant ID, session start and end times, session duration, areas or activities used, interaction patterns and other information about use of the MVP.

Technical information

Gitty or its service providers may process device, browser, connection, IP address, diagnostic, security, performance, streaming or log information as reasonably necessary to operate, troubleshoot and secure the service.

AI interaction information

If you use an AI-supported feature, information you submit may be processed to generate responses and operate the feature. Participants should avoid providing unnecessary sensitive or identifying information during AI conversations.

3. Why We Use Information

Where permitted by applicable law and consistent with the disclosures and choices provided to you, information may be used to:

- provide, operate, maintain and secure the Gitty experience;
- conduct MVP, beta, usability and user-experience testing;

- evaluate engagement with mindfulness, cognitive and immersive experiences;
- understand session patterns and product performance;
- remember relevant preferences and settings between sessions;
- personalise future Gitty experiences and provide more relevant activities, content or recommendations;
- understand which experiences a user tends to prefer or engage with, where appropriate;
- develop, test, validate and improve existing Gitty features;
- design and develop future Gitty features, products and services;
- improve AI-supported interactions and personalisation systems where permitted;
- identify technical problems, improve performance and prevent misuse;
- conduct statistical, scientific, academic, technological and product research;
- conduct commercial research and development;
- generate aggregated, anonymised or pseudonymised insights;
- support scientific papers, academic publications, conference presentations, posters, research reports and related communications;
- support collaborations with universities, researchers, research institutions and appropriate partners;
- support grant, accelerator, innovation and funding applications;
- communicate appropriately protected product findings, engagement information or research results to potential investors, partners and other stakeholders; and
- support the development, commercialisation and improvement of Gitty and related products, services and technologies.

4. Personalisation and Future User Experience

Where permitted by applicable law and consistent with your choices, Gitty may use information from previous sessions to provide a more relevant and personalised experience during future uses. Personalisation may include remembering preferences or adapting and recommending mindfulness exercises, breathing experiences, cognitive activities, environments, content, AI-supported interactions or other features based on previous interactions, preferences and engagement.

Personalisation is intended to improve the user experience and general wellbeing experience. It is not intended to constitute medical diagnosis, treatment or clinical decision-making.

5. Scientific, Academic and Commercial Use

Information collected through the Gitty MVP may, where permitted by applicable law, contribute to product development, scientific and academic research, technological development, commercial research and development, and the development and commercialisation of Gitty and related products or services.

This may include analyses used in scientific papers, academic journals, conference proceedings, presentations, reports, websites, product materials, grant applications, accelerator applications, investor materials, partner presentations and other research or business communications.

Where reasonably practicable, Gitty will use aggregated, anonymised or pseudonymised information for these purposes and will not intentionally publish a participant's directly identifying information without an appropriate legal basis or additional permission where required.

6. Future Research

Data collected during the MVP may contribute to future research related to digital wellbeing, mindfulness, cognitive engagement, immersive technology, human-computer interaction, artificial intelligence and related areas. Where applicable law, research ethics or the nature of a materially different project requires additional consent or approval, Gitty will seek it before using identifiable or otherwise protected information for that purpose.

Appropriately anonymised information that can no longer reasonably be linked to an individual may be retained and used for research, statistical analysis, product development and commercial development, subject to applicable law.

7. Research Results, Aggregated Data and Commercialisation

Subject to applicable law, Gitty may create and use analyses, statistics, aggregated information, appropriately anonymised datasets, research findings, models, methodologies and product insights derived from MVP data. These outputs may be used for scientific research, publications, product improvement, future development, intellectual-property development, business analysis and commercialisation of Gitty and related technologies.

Participation does not provide participants with ownership rights in Gitty's software, aggregated analyses, research outputs, intellectual property or commercial products developed using these findings.

8. Sharing With Service Providers, Researchers and Partners

Gitty may share or make information available to service providers that are reasonably necessary to operate the service, including providers of cloud infrastructure, GPU/streaming infrastructure, AI services, security, analytics, communications or technical support.

Gitty may also work with universities, researchers, research organisations, consultants, technology providers and commercial partners in connection with appropriate research, product development and evaluation. Depending on the nature of the information and applicable law, safeguards may include anonymisation, pseudonymisation, confidentiality obligations, contractual controls and data-sharing agreements.

Gitty does not sell participants' directly identifiable wellbeing or cognitive information to advertisers or data brokers.

9. Publications and Communications

Gitty may publish or communicate appropriately protected findings from MVP testing in scientific or academic publications, conference presentations, reports, websites, pitch decks, grant or accelerator applications, investor materials, commercial presentations and other research or business communications.

For example, Gitty may report aggregated statistics concerning session duration, experience ratings, completion rates, cognitive activity results or changes in self-reported mood or stress. Gitty will not intentionally identify individual participants in such materials without an appropriate legal basis or separate permission where required.

10. Legal Bases and Sensitive Information

Where applicable data-protection law requires a legal basis, Gitty will process personal information under an appropriate legal basis for the relevant purpose. Some wellbeing-related information may receive additional protection under applicable law. Where explicit consent or another specific condition is required for sensitive information, research or personalisation, Gitty will use the appropriate mechanism.

The final lawful-basis wording should be reviewed and adapted to the legal entity operating Gitty and the countries in which the MVP is offered.

11. Data Minimisation and Pseudonymisation

Where practicable, Gitty may use participant IDs rather than names in session datasets. Recruitment/contact information should be stored separately from session or research information where reasonably possible. Pseudonymised information remains personal information if Gitty or another party can reasonably reconnect it to an individual.

12. Data Retention

Gitty retains personal information only for as long as reasonably necessary for the purposes described in this Policy and applicable legal requirements. Different categories of information may have different retention periods. When information is no longer required, it may be deleted or appropriately anonymised.

Before broad public testing, Gitty should publish specific retention periods or clear criteria for determining those periods.

13. Data Security

Gitty uses reasonable technical and organisational measures designed to protect personal information against unauthorised access, loss, alteration or disclosure. However, no internet-based service can guarantee absolute security.

14. International Processing

Gitty's service providers or research partners may process information in countries other than the country in which a participant lives. Where required by applicable law, Gitty will use appropriate safeguards for international transfers.

15. Your Rights and Choices

Depending on your location and applicable law, you may have rights concerning your personal information, which may include access, correction, deletion, restriction, objection, portability and withdrawal of consent where processing relies on consent. The availability and scope of these rights depend on the applicable law and legal basis.

Participation in the MVP is voluntary. You may stop using Gitty at any time. Withdrawal of consent does not affect processing that was lawful before withdrawal.

16. Automated Decision-Making

The current Gitty MVP is not intended to make automated decisions that produce legal or similarly significant effects on participants. AI-generated recommendations, interactions, activity scores and wellbeing-related outputs should not be treated as professional, medical or clinical decisions.

17. Children

The current Gitty MVP testing programme is intended for adults aged 18 and over. Gitty does not intentionally invite children to participate in this MVP testing programme.

18. Changes to This Privacy Policy

This Policy may be updated as Gitty develops, adds new features, changes providers or changes its data practices. Material changes will be communicated where required.

19. Contact

Gitty

Website: [INSERT GITY WEBSITE]

Privacy/contact email: Support@gitty.tech

PART III - SUGGESTED MVP PARTICIPANT NOTICE

Short-form notice to display before Start Session

Welcome to the Gitty MVP

Gitty is an experimental digital wellbeing experience currently being tested and developed.

During your session, Gitty may collect information such as your participant ID, self-reported mood and stress ratings, session and usage information, cognitive activity results, experience ratings and feedback.

This information may be used to operate and improve Gitty, develop future features, personalise your future Gitty experiences where permitted and consistent with your choices, and support product, scientific, academic and commercial research and development.

Aggregated, anonymised or otherwise appropriately protected findings may also be used in research papers, academic publications, conference presentations, reports, grant or accelerator applications, investor or partner presentations, commercial materials and the future development and commercialisation of Gitty.

Gitty is not a medical or mental-health service. Its wellbeing experiences, cognitive activities and AI interactions are not medical diagnoses or treatment.

You must be 18 or older to participate in the current MVP.

Suggested acknowledgement:

☐ I confirm that I am 18 or older, have read the Gitty Terms of Use and Privacy Policy, and agree to participate in the Gitty MVP under the terms described.

Implementation note: For optional future research, identifiable publication, materially different uses, or sensitive-data processing that legally requires separate consent, Gitty should use additional granular consent rather than relying only on the acknowledgement above.