

# Privacy Policy

**Last Updated: 04 MARCH 2026**

This Privacy Policy applies to ISEKAI ZERO services (the “Platform”), which include all apps, websites, software, and related services accessed via any platform or device that are linked to this Privacy Policy. The Platform is provided and controlled by ARX MEDIA SDN BHD (“ISEKAI ZERO”, “we”, “our” or “us”).

Our Privacy Policy explains how ISEKAI ZERO and its affiliates collect, use, disclose, and protect information that applies to our Platform and your choices about the collection and use of your information. Please read and fully understand this policy before using/continuing to the Platform, and make appropriate choices according to the guidelines of this policy when necessary. If you do not agree with the contents of this policy, you should immediately stop accessing/using the Platform. If you do not want your information processed in accordance with this Privacy Policy in general or any part of it, you should not use the Platform. Your use or continued use of the Platform we provide indicates that you fully understand and agree to the entire content of this Privacy Policy (including updated versions).

## 1. INFORMATION WE COLLECT

### Information You Provide:

**Your profile information.** You give us information when you register on the Platform, including your username, password, email address, and information you disclose in your user profile.

**User content.** We process the content you generate on the Platform, including chat communications, storylines you create, characters, images you upload, and the associated metadata, such as when, where, and by whom the content was created (“User Content”). Even if you are not a user, information about you may appear in User Content created or published by users on the Platform. We collect User Content through pre-loading at the time of creation, import, or upload, regardless of whether you choose to save or upload that User Content.

**Payment information.** When you make purchases through the Platform, your payment information is processed through our authorized third-party payment processors (RevenueCat and Stripe). We do not directly store your complete payment card details.

Information in correspondence you send to us, including when you contact us for support or feedback.

Information through surveys, research, promotion, contests, marketing campaigns, challenges, competitions or events conducted or sponsored by us, in which you participate.

### Information We Collect Automatically:

**Account information.** We may collect personal information in connection with the creation or administration of your account, such as your name, email address and profile information. You may also use third-party websites, services, products, and technology (collectively, “Third Party Services”) such as Facebook, Google, or Apple to import or otherwise provide information to the Platform.

**Usage Information.** We collect information regarding your use of the Platform, e.g., how you engage with the Platform, including how you interact with content we show to you, storyline interactions, the content you create, the content you save to ‘Likes’, browsing and search history, and how you engage with other users.

**Engagement Pattern Information.** We collect and analyze engagement metrics and behavioral patterns associated with your account, including the timing, frequency, and source of interactions such as views, likes, comments, and follows. This information is used to detect and prevent fake engagement, metric manipulation, and coordinated inauthentic behavior, including the use of alternate accounts or bot accounts to artificially inflate engagement metrics. This data may also be used to identify accounts that appear to be operated by the same individual or entity.

**Technical Information we collect about you.** We collect certain information about the device you use to access the Platform, such as your IP address, user agent, mobile carrier, time zone settings, identifiers for advertising purposes, model of your device, the device system, network type, device IDs (IDFA, Android ID), your screen resolution and operating system, app and file names and types, and battery state. Where you log-in from multiple devices, we will be able to use your profile information to identify your activity across devices.

We also collect certain information to ensure the safe operation of the Platform, prevent illegal acquisition of your personal information, more accurately prevent fraud, and protect account security, including:

- Browser type
- ISP or operating system
- Domain name
- Access time
- Referring or exit pages
- Page views
- IP address
- Unique device identifiers (e.g. IDFA or Android ID)
- Version of Services you’re using
- The type of device that you use

These are uploaded to our servers for processing, for security risk control verification. If you do not agree with us collecting this information, you may not be able to complete the risk control verification.

**Location Information.** We collect information about your approximate location, including location information based on your IP address.

**Image Information.** We may collect information about the images that are a part of your User Content, such as identifying the objects and scenery that appear, the existence and location within an image of face and body features and attributes. We may collect this information to enable

special visual effects, for content moderation (including detection of prohibited visual content such as school uniforms in sexual or suggestive contexts, underage-like character appearances, and explicit imagery), for demographic classification, for content and character recommendations, and for other non-personally-identifying operations.

**Content Similarity Information.** We may analyze and compare User Content — including Character profiles, Storyline descriptions, and other creator-authored materials — against other content on and off the Platform to detect potential plagiarism, copyright infringement, or unauthorized duplication of other creators' work.

**Cookies.** We and our service providers and business partners use cookies and other similar technologies (e.g., web beacons, pixel tags, etc.) (“Cookies”) to automatically collect information, measure and analyze how you use the Platform, enhance your experience using the Platform, improve the Platform, provide you with advertising, and measure the effectiveness of advertisements and other content. Cookies enable the Platform to provide certain features and functionality. Web beacons are very small images or small pieces of data embedded in images, also known as “pixel tags” or “clear GIFs,” that can recognize Cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from your computer or device.

**Exceptions with Authorized Consent:**

We may collect and use some necessary personal information without your authorization and consent under the following circumstances where it is necessary to perform legal duties or legal obligations, situations stipulated by laws and regulations, to respond to public health emergencies, or necessary to protect the life, health and property safety of personnel in emergency situations, to process personal information disclosed by individuals themselves or other personal information that has been legally disclosed within a reasonable scope.

## 2. HOW WE USE YOUR INFORMATION

We use your information to:

- Provide and administer the Services, including account creation, authentication, and management
- Personalize the Services, including content recommendations and interface preferences
- Process transactions, manage subscriptions, and fulfill purchases of virtual currency (Arcane credits)
- Communicate with you regarding your account, the Services, updates, and promotional offers
- Train and improve our artificial intelligence/machine learning models using anonymized user interactions and chat content to enhance character interactions for all users
- Analyze usage patterns and improve, modify, and develop the Services
- Detect, prevent, and address fraudulent activity, security breaches, and violations of our Terms of Use and Content Creation Policy
- Comply with legal obligations and enforce our agreements
- Display advertisements through third-party advertising networks (Google AdMob, Google AdSense)

- Moderate creator-authored content using a combination of automated AI detection systems and trained human moderators to enforce our Content Creation Policy, including detection of prohibited content categories such as child sexual abuse material, grooming and predatory content, non-consensual sexual content, biological incest, school uniform or school setting violations, content promoting self-harm or suicide, hate speech, and other Zero Tolerance violations
- Detect and prevent fake engagement, metric manipulation, and coordinated inauthentic behavior, including analysis of engagement patterns, account creation patterns, and device or network fingerprints to identify alternate accounts, bot accounts, or artificial inflation of engagement metrics
- Detect and prevent plagiarism and copyright infringement by comparing User Content against other content on and off the Platform
- Enforce cross-platform bans for Zero Tolerance violations by sharing relevant account identifiers with operators of official ISEKAI ZERO community platforms
- Protect minors through automated enforcement of SFW-only mode for content involving underage characters, detection of grooming dynamics, and identification of school uniform or school setting content in sexual or suggestive contexts

**We share your information with the following parties:**

**Business Partners.** If you choose to allow a third-party service (such as Facebook, Google, or Apple) to access your account, we will share certain information about you with the third party. Where you opt to share content on social media platforms, the content and accompanying information will be shared on that platform.

**Service Providers.** We provide information and content to service providers who support our business, such as:

- Cloud service providers (Google Cloud Platform in Singapore)
- Payment processors (RevenueCat, Stripe)
- Analytics providers (Google Analytics)
- Advertising networks (Google AdMob, AdSense)
- Content moderation services, including automated AI detection systems and trained human moderators, to enforce our Content Creation Policy and detect prohibited content
- Customer service and technical support providers

**Community Platform Operators.** In connection with the enforcement of Zero Tolerance violations under our Terms of Use and Content Creation Policy, we may share limited account identifiers (such as usernames, email addresses, and IP addresses) with operators of official ISEKAI ZERO community platforms — including but not limited to Discord servers, Facebook groups, Instagram, Reddit, Twitter/X, and any other official channels — for the purpose of enforcing cross-platform bans. This sharing occurs only when a user has been permanently banned from the Platform for a Zero Tolerance violation.

**Analytics Providers.** We use analytics providers to help us in the optimization and improvement of the Platform. Our third-party analytics providers also help us serve targeted advertisements.

**Our Corporate Group.** We may also share your information with other members, subsidiaries, or affiliates of our corporate group, including to provide the Platform, to improve and optimize the

Platform, to prevent illegal use and to support users.

**For Legal Reasons.** We will share your information with law enforcement agencies, public authorities or other organizations if legally required to do so, or if such use is reasonably necessary to:

- comply with legal obligation, process or request;
- enforce our Terms of Use, Content Creation Policy, and other agreements, policies, and standards, including investigation of any potential violation thereof;
- detect, prevent or otherwise address security, fraud or technical issues; or
- protect the rights, property or safety of us, our users, a third party or the public as required or permitted by law.

**Public Content.** Please note that content you designate as "Public" will be visible to anyone on the Platform and may also be accessed or shared by other users as well as third parties such as search engines.

**Sale, Merger or Other Business Transactions.** We may also disclose your information to third parties:

- in the event that we sell or buy any business or assets (whether a result of liquidation, bankruptcy or otherwise), in which case we will disclose your data to the prospective seller or buyer of such business or assets; or
- if we sell, buy, merge, are acquired by, or partner with other companies or businesses, or sell some or all of our assets. In such transactions, user information may be among the transferred assets.

### 3. WHERE WE STORE YOUR INFORMATION

Your information may be stored on servers located inside or outside the country where you live, such as Singapore (Google Cloud Platform data centers), Malaysia (where ARX MEDIA SDN BHD is incorporated), or other countries. We maintain servers around the world to bring you our services globally and continuously.

By using the Services, you consent to the collection, processing, maintenance, and transfer of such information in and to Singapore, Malaysia, and other applicable countries in which the privacy laws may not be as comprehensive as, or equivalent to, those in the country where you reside and/or are a citizen.

### 4. KEEPING YOUR INFORMATION SAFE

ISEKAI ZERO prioritizes the security of your information and employs appropriate measures to maintain the integrity and security of all data gathered through the Platform. To safeguard your privacy and security, we take reasonable actions to authenticate your identity before providing access to your account. It is your responsibility to keep your unique password and account details confidential and control access to your email communications from ISEKAI ZERO at all times.

Nevertheless, ISEKAI ZERO cannot guarantee the security of any information transmitted to the Platform and cannot ensure that data on the Platform will not be accessed, disclosed, altered, or compromised. Changes to the functionality of third-party sites and services added to the Platform,

such as social networks, may also impact your privacy settings. ISEKAI ZERO is not accountable for the functionality or security measures of any third party.

## 5. HOW LONG WE KEEP YOUR INFORMATION

We retain information for as long as necessary to provide the Platform and for the other purposes set out in this Privacy Policy. We also retain information when necessary to comply with contractual and legal obligations, when we have a legitimate business interest to do so (such as improving and developing the Platform, and enhancing its safety, security and stability), and for the exercise or defense of legal claims.

The retention periods are different depending on different criteria, such as the type of information and the purposes for which we use the information. For example, when we process your information such as your profile information to provide you with the Platform, we keep this information for as long as you have an account. If you violate our Terms of Use, Content Creation Policy, or other conditions or policies, we may remove your profile and User Content from public view immediately, but may keep other information about you to process the violation.

**Zero Tolerance Violation Retention:** If your account is permanently banned for a Zero Tolerance violation (such as CSAM, grooming or predatory content, non-consensual sexual content, biological incest, school uniform violations, terrorism, hate speech, content promoting self-harm or suicide, or fake engagement and metric manipulation), we will delete your profile and User Content but will retain your IP address, device identifiers, email address, and other account identifiers indefinitely to enforce the permanent ban and prevent re-registration. This information may also be shared with operators of official ISEKAI ZERO community platforms to enforce cross-platform bans, and with law enforcement where legally required.

**Popular Content Preservation:** If a Character or Storyline you create and set to "Public" reaches significant popularity (over 10,000 unique user interactions), we reserve the right to preserve that Character's characteristics or Storyline's content and to keep that Character or Storyline active on the Services, even if you delete your account. This ensures continuity for other users who have formed attachments to the content. You retain ownership but grant us an irrevocable license to maintain popular content.

If we cease operations, we will promptly stop collecting your personal information, notify you of the cessation of operations in the form of one-by-one delivery or announcements, and delete or anonymize the personal information we hold.

## 6. THE SECURITY OF YOUR INFORMATION

We take steps to ensure that your information is treated securely and in accordance with this policy. Unfortunately, the transmission of information via the internet is not completely secure. Although we will use reasonable measures to protect your personal data, for example, by encryption, we cannot guarantee the security of your information transmitted via the Platform; any transmission is at your own risk.

We have appropriate technical and organizational measures to ensure a level of security appropriate to the risk of varying likelihood and severity for the rights and freedoms of you and other users. We maintain these technical and organizational measures and will amend them from

time to time to improve the overall security of our systems.

We will, from time to time, include links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to these websites.

## 7. YOUR RIGHTS AND CHOICES

You have rights and options concerning your information. Depending on applicable laws, you may have specific rights, such as accessing, deleting, updating, or rectifying your data, being informed about its processing, filing complaints with authorities, and potentially other rights. Any decision we make regarding your request can be appealed by following the instructions provided in the communication notifying you of our decision.

Most of your profile information can be accessed and edited by logging into our Platform. You have the ability to delete and control the User Content you have uploaded.

**AI Model Training Opt-Out:** You can opt out of having your anonymized data used for AI model training through your account settings. This does not affect your ability to use the Services. We use anonymized chat content and user interactions to improve our AI models and enhance the quality of character interactions for all users. This data is anonymized and cannot be traced back to individual users. By using our Services, you agree that your anonymous interactions may be used for this purpose.

**Cookies:** You may have the option to reject or disable Cookies by adjusting your device browser settings. Please refer to your browser's instructions, as each browser is different. Note that additional steps may be required to refuse or disable specific types of Cookies. For instance, opting out of Cookies used for targeted advertising in a browser may differ from opting out of targeted advertising for a mobile application, which can be controlled through your device settings or mobile app permissions. Furthermore, your opt-out choice applies to the specific browser or device in use at the time, necessitating separate opt-outs for each browser or device. If you decide to refuse, disable, or delete Cookies, some functionalities of the Platform may become unavailable to you.

**Marketing Communications:** You can unsubscribe from marketing emails by following the directions in those emails. Please note that if you unsubscribe from marketing emails, we may still send you administrative emails regarding the Services.

### **Additional Rights by Region:**

**Malaysia (PDPA):** Malaysian residents have rights to access and correct their personal data under the Personal Data Protection Act 2010.

**European Economic Area & United Kingdom (GDPR):** EEA and UK residents have rights including access, rectification, erasure, restriction of processing, data portability, and the right to object to processing. You also have the right to lodge a complaint with your local supervisory authority.

**California (CCPA):** California residents have rights to know what personal information is collected, whether it is sold or shared, opt out of sale/sharing, access their information, request deletion, and non-discrimination for exercising rights.

**Nevada:** Nevada residents may opt out of the sale of personal information.

**Account Deletion:** When you delete your account, we will remove your personal data from our systems within 30 days, unless retention is required by law or for legitimate business purposes such as fraud prevention, enforcement of Zero Tolerance bans, or legal compliance.

To exercise your rights, please contact us at [contact@isekai.world](mailto:contact@isekai.world). We will verify your identity before processing requests.

## 8. INFORMATION RELATING TO MINORS

In this policy, a child is considered a person under the age of 13 years old (or under 16 years for residents of the European Economic Area and United Kingdom). The Platform and our content are not directed at children. Children under 13 (or 16 for EEA/UK residents) are not permitted to sign up by themselves for the Platform.

ISEKAI ZERO does not knowingly collect or solicit personal information from children. If we learn that we have collected personal information from a child without verification of parental consent where this is required, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child, please contact us at [contact@isekai.world](mailto:contact@isekai.world).

Users between the ages of 13 and 17 (16 and 17 for EEA/UK residents) should use the Services only with parental awareness and supervision. NSFW (Not Safe For Work) content is strictly prohibited for users under 18 years old. Any attempt to circumvent age restrictions will result in immediate account termination.

**Child Safety Data Processing:** To protect minors on the Platform, we employ automated systems that process User Content and engagement data for the following purposes:

- Enforcing SFW-only mode on Storylines that feature or involve underage characters, including automated detection of content that requires the “Contains Underage Character(s)” setting
- Detecting grooming dynamics and predatory behavior patterns in creator-authored content, including “wait until they’re 18” scenarios and authority figure exploitation of minors
- Identifying school uniforms, school settings, and other visual or contextual indicators of underage environments in images and text content, particularly in sexual or suggestive contexts
- Detecting and preventing circumvention of age restrictions and content safety features

These automated systems analyze content at the time of creation and during periodic moderation review. Flagged content is reviewed by trained human moderators who consider intent, context, and artistic merit before making enforcement decisions.

## 9. PRIVACY POLICY UPDATE

We may update this policy from time to time to reflect our current practice and ensure compliance with applicable laws. When we update the Privacy Policy, we will notify you by updating the “Last Updated” date at the top of this policy and posting the new Privacy Policy or providing any other notice required by applicable law. Your continued access to or use of the Platform after the date of

the updated policy constitutes your acceptance of the updated policy. We recommend that you check this page from time to time to inform yourself of any changes. If you do not agree to the updated policy, you must stop accessing or using the Platform.

## 10. CONTACT US

If you have questions, comments, complaints or requests regarding this Privacy Policy, please contact us at [contact@isekai.world](mailto:contact@isekai.world).

We will endeavor to deal with your request as soon as possible. This is without prejudice to your right to make a complaint with a relevant data protection authority, where applicable.

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