

Privacy Policy

AiDiA My BFF · Textron Technology Ltd. · Effective September 23, 2026

This Privacy Policy explains how **Textron Technology Ltd.**, which designs and owns AiDiA (“we,” “us”), handles information for the AiDiA My BFF companion (the “Product”) and the website myaidia.com.

In short: AiDiA pairs with the **Smart Life app** on the owner’s own phone. Your conversations with AiDiA are stored **in that app on your device**, under your control — **we do not collect, receive, or store them**. Smart Life is a third-party app with its own privacy policy, which also applies to how it handles data.

Who we are

AiDiA is a soft companion toy that a child can talk to out loud; it responds and can remember earlier conversations to feel more personal. AiDiA connects to the Smart Life app on the phone of the adult who sets it up. The recordings and conversation history live in that app on that phone, and only the person who controls that phone and app can see them.

Information we collect

- **Information you give us directly (website orders):** name, email, shipping and billing address, and order details. Payment card details are handled by our payment provider and are not stored by us.
- **Conversations with AiDiA:** recorded and stored within the Smart Life app on the user’s own phone. We do **not** receive, collect, or store this content — it stays under the control of the phone and app owner.
- **The Smart Life app (third party):** AiDiA pairs with the Smart Life app, which is made by Tuya and which we do not own or control. Smart Life has its own privacy policy and terms covering how the app — and any cloud service behind it — handle data, including any audio processing. We recommend you review it.
- **Website data:** basic analytics and cookies when you visit myaidia.com (see Cookies below).

How we use information

We use the limited information we do collect — your order and contact details — to fulfill orders, provide support, keep the service secure, and comply with law. Because we do not collect your conversations with AiDiA, we do not use them for any purpose, and we never use them for advertising. We do not sell personal information.

Children’s privacy (COPPA and similar laws)

AiDiA is meant to be purchased and set up by an adult for a child. Because a child's conversations are stored in the Smart Life app on the parent's or guardian's own phone, the parent can open the app to see, manage, and delete that information at any time. We do not collect a child's personal information ourselves. Where a third party (the Smart Life app or its cloud) processes a child's data, that is governed by their policy. Parents who have questions about a child's data may contact us at aidiateddy@gmail.com.

How AiDiA understands speech

AiDiA's talk-and-respond features run through the Smart Life app (powered by Tuya) that the Product pairs with. We do not own or control Smart Life, and how speech is captured and processed — on the phone and/or in Smart Life's cloud — is determined by that app. See Smart Life's privacy policy at https://images.tuyacn.com/app/smart/SmartLife_Privacy_Policy_en.html for how they handle audio and other data.

How we share information

We do not collect your AiDiA conversations, so there is nothing of that kind for us to share. For the limited order information we do hold, we share it only with service providers who help us operate (payment, shipping, email support), with authorities where the law requires, or with a successor in a business transfer. We do not sell personal information. Separately, the Smart Life app handles its own data under its own privacy policy.

Retention and security

Because your conversations stay in the Smart Life app on your device, you control how long they are kept and can delete them in the app. For the order information we hold, we keep it only as long as needed to fulfill your order, provide support, and meet legal, tax, and accounting obligations, then delete or anonymize it. We use reasonable safeguards to protect the information we hold, though no method is completely secure. Any processing, storage, or transfer by the Smart Life app or its cloud is governed by that provider.

Your rights and choices

Depending on where you live, you (or, for a child, the parent) may request access to, correction of, or deletion of personal information, and may object to or restrict certain processing. To make a request, contact aidiateddy@gmail.com. EU/UK residents may also complain to their local data protection authority.

Cookies

myaidia.com uses essential cookies to function and may use analytics cookies to understand site usage. You can control cookies through your browser.

Changes and contact

We may update this policy and will post the new effective date here. If you bought AiDiA from a distributor or retailer, that seller handles your order information under its own privacy policy. Questions or requests: aidiateddy@gmail.com (Textron Technology Ltd.).