

Privacy Policy

Effective Date: 18 June 2025

1. Introduction

Zewei International LLC (“Zewei,” “we,” “our,” or “us”) respects your privacy and is committed to protecting it. This Privacy Policy describes what personal information we collect, why we collect it, how we use it, and the choices you have.

This Privacy Policy is available at <https://understandiching.com/pdf/privacy-policy.pdf> and is also linked inside the App (Settings → Privacy Policy), as required by Google Play..

2. Information We Collect

We collect only the following information that you voluntarily provide when using the “I Ching Divination” mobile application (the “App”):

Birth information — Date, time, and place of birth (as entered by you)
Gender — Self-declared gender (if you choose to provide it)

We do not collect contact details, device identifiers, usage analytics, cookies for advertising, social-media data, or location tracking. The “place of birth” you type is *not* device GPS location; we do not access your device’s location sensors

3. How We Use Your Information

We process your birth information and gender solely to:

1. Generate personalised I Ching readings, charts, and interpretive text; and
2. Display those results to you inside the App.

We do not use your data for advertising, marketing, profiling, or social features, and we never sell or share it for monetary or cross-context behavioural advertising purposes.

Use of Google services for core functionality. To convert the place you enter into the correct time zone and to interpret place names, we use Google services such as Google Maps Geocoding API and Time Zone API strictly to provide App functionality. These services receive only the text/place you input as needed for conversion and are used under our instructions.

AI model services (non-personal outputs only). If we use an AI model service to help format or explain results, we may send only non-personal, de-identified outputs (e.g., hexagram results) to the model provider. We do not send your date, time, or place of birth, nor your gender, to such providers.

Service providers and sharing. We share personal information only with “service providers” that process it for us and under our instructions—for example, cloud hosting/infrastructure, customer support tools, and the Google services above. These providers must keep data confidential and may not use it for their own purposes. We do not share personal information with third parties for their independent advertising or marketing.

We may share non-personal, aggregated, or de-identified information that cannot reasonably be linked back to you. We may also disclose information if required by law, to protect rights and safety, or with your direction/consent.

4. Legal Bases / Business Purposes

Jurisdiction	Basis for processing
EU / UK	(a) Performance of a contract (Article 6 (1)(b)), (b) Legitimate interests in providing and securing the service (Article 6 (1)(f))
U.S. state privacy laws	“Business purpose” of providing the requested service; no selling/sharing
Brazil	Execution of a contract and legitimate interest (LGPD Arts. 7 V & IX)

5. Your Privacy Rights

Depending on where you live, you may have the right to:

- Access the personal data we hold about you;
- Request correction or deletion;
- Restrict or object to processing;
- Receive a portable copy of your data;
- Opt out of data “sale” or “sharing” (California and similar state laws);
- Appeal a denied request (Colorado, Connecticut, Virginia);
- Lodge a complaint with your supervisory authority.

To exercise any of these rights, email support@understandiching.com. We will respond within the timeframe required by applicable law (30–45 days in most jurisdictions).

6. Data Retention

We keep your birth information and gender only while your account remains active. You can delete or edit these values at any time in the App settings. If you

delete your account, we erase associated data within 30 days (or sooner if required by law).

Account & data deletion paths. You can delete your account and associated data in-app (Account Settings → Delete Account). You can also request deletion without using the App via

https://docs.google.com/forms/d/e/1FAIpQLSeTzWPvIdwdkmEWRr_K1ggnKsYj906DJqHVsuG60nc3NKhow/viewform?usp=dialog

and we will complete the deletion within 30 days unless a longer period is required by law.

7. International Data Transfers

Our servers are located in the United States. When we transfer data from other countries to the U.S., we rely on legally recognized mechanisms such as Standard Contractual Clauses or other adequacy safeguards.

8. Children’s Privacy

The App is not directed to children under the age at which they can legally consent to online services (13 in the U.S.; 13–16 in many other regions). We do not knowingly collect data from anyone below that age. If we learn that such data has been provided without proper consent, we will delete it promptly.

9. Security

We use administrative, technical, and physical safeguards—including encryption in transit and at rest—to protect your information against unauthorized access, alteration, or destruction.

10. Automated Decision-Making

The App uses algorithms to generate personalized readings. These automated processes do **not** produce legal or similarly significant effects.

11. Changes to This Policy

We may update this Privacy Policy periodically. We will post the revised version in the App and update the “Effective Date” above. Material changes will take effect no sooner than 14 days after notice, unless required sooner by law.

12. Contact Us

If you have questions about this Privacy Policy or our privacy practices, please email [**support@understanding.com**](mailto:support@understanding.com).