

Privacy Policy

Last updated: October 22, 2026

This Privacy Policy explains how Nidhi Khandhedia ("Invoke," "we," "us," or "our") handles your information when you use the Invoke mobile application and any related services that link to this policy (together, the "Services").

Invoke is a personal meditation and manifestation app. To make it personal, it asks you about your life, your goals and the people who matter to you. That information is sensitive, and we have built the app so that as little of it as possible leaves your device, our server does not keep what you share, and none of it is sold. This policy explains exactly what is collected, where it goes and how you control it.

If you do not agree with this policy, please do not use the Services. Questions can be sent to support@getinvoke.app.

Summary of key points

- **Your information lives on your device.** Your profile, journal and history are stored locally in the app. Our server does not store them. It keeps only an anonymous account ID, counts of how much you use the app, your subscription status, and references that link your voice model and prepared content to your account.
- **Google's Gemini AI processes it to create your content.** The app asks for your permission before any of your information is sent. To write and narrate your meditations, affirmations, stories and reflections, it then sends the relevant information through our server to Google (Gemini API). Before anything is sent to be written, your name, the names of people you mention and your city are replaced with placeholders. Google processes it on our behalf and, under the paid terms that apply to our use of its services, does not use it to train its models.
- **Some of what you share is sensitive.** Answers about your sexual orientation, relationships, wellbeing (such as stress, anxiety or sleep) and your voice can be sensitive or biometric information. We only process it because you choose to provide it, and only to personalize Invoke for you.
- **Voice cloning is optional and consent-based.** If you choose to narrate meditations in your own voice, you record a sample and a spoken consent statement. Google creates a synthetic voice model that is used only to narrate your content, and you can delete it at any time.
- **We measure how the app is used, never what you share.** Once you agree, the app tells PostHog, our analytics provider, when you start a meditation or chat, finish a meditation or story, and move through the onboarding questions, and reports audio playback errors so we can fix them. It never sends what you write, say or listen to.
- **We do not sell or share your information for advertising.** Invoke contains no third-party advertising and no advertising trackers.

- **You are in control.** You can delete individual sessions, delete your voice, or delete all of your data, on your device and on our server, from Settings. Uninstalling the app removes the data stored on your device, and anything left on our server is deleted automatically after 12 months without use.

1. Information we collect

Information you provide

Everything below is provided by you, inside the app. Most questions are optional, and the less you share, the less personalized your content will be.

- **Profile and onboarding answers.** Your name, age, gender, sexual orientation, where you live and where you dream of living, your relationship status, your work and how you feel about it, your meditation experience, teachers or experts you follow, your intentions (for example sleeping better, managing stress or anxiety, focus or manifesting), what you desire and why it matters, obstacles and past influences, and anything else you choose to tell us about yourself. The app also creates a written summary of you from these answers.
- **Information about people in your life.** If you choose to, you can tell us about your partner and other important people, including their names and descriptions. Please only share what you are comfortable sharing, and be thoughtful about other people's privacy.
- **Journal and reflection conversations.** What you write about what is on your mind, the questions the in-app coach asks you, your answers and the reflections it writes back.
- **Favorites and preferences.** Affirmations and sessions you save, your preferred meditation length, narrator voice and time of day.
- **Voice recordings (optional).** If you use the voice feature, a short recording of you reading a passage and a recording of you reading a consent statement. See section 4.
- **Content you report.** If you report a meditation, story, affirmation or reply as offensive or harmful, the app sends us its text, with names replaced by placeholders, so we can review it.
- **Messages to us.** If you email us, your email address and whatever you include in your message.

Information created as you use the app

The app keeps a record of what you have listened to, when, and how far you got, along with the meditations, stories, affirmations and audio generated for you. This is used to avoid repeating content, to show your history and to shape future sessions. It is stored on your device.

Information our server keeps

Invoke's server, which is hosted by Supabase, connects the app to Google's AI. Your requests pass through it on their way to Google and back, but it does not keep a copy of what you share or of what is generated for you. To run the Services, it keeps:

- **An anonymous account ID,** created by the app the first time it needs the server. It is a random identifier that is not linked to your name, email address or phone number.
- **Usage counts:** how many requests of each kind, such as writing or narration, your account makes each day, so that we can apply fair usage limits.

- **Subscription status:** whether your subscription is active and when it ends, as reported by RevenueCat (see “Purchases” below).
- **References to your voice model and prepared content:** identifiers that link your voice model and the content prepared for you in advance (see section 3) to your account, so that only you can use or delete them.
- **Content you report,** as described above.

Information collected automatically

Invoke does not include advertising or tracking software. Once you agree to how Invoke uses AI, the app sends a few events to PostHog, our product analytics provider: when you start a meditation or a coach chat, when you finish a meditation or story, and each onboarding question you reach and finish, with how long it took. If audio fails to play, it also sends the technical error message, so we can fix the problem. Each event carries your anonymous account ID and basic device information, such as your device model, operating system, app version, language and time zone. Events never include your answers or anything you write, say or listen to. PostHog is set up not to store your IP address or work out your location from it.

When the app connects to our server and our service providers, they receive the technical information that any internet request carries, such as your IP address, the time of the request and basic device and network information. They use it to deliver the response and to keep their services secure.

Device permissions

The app asks for your permission before it uses your **microphone**, to record your voice sample and consent statement if you set up your own narrator voice. You can grant or withdraw this permission at any time in your device settings. Declining only turns off the voice feature.

Purchases

If you subscribe, your payment is processed by Apple (App Store) or Google (Google Play). We do not receive or store your payment card details. We use RevenueCat to manage subscriptions. It receives your anonymous account ID and the details of your purchases from Apple or Google, such as the product, its status, start date and renewal date, along with basic device information such as your platform, app version and country, so that we can unlock paid features. Apple's, Google's and RevenueCat's privacy policies apply to the information they collect.

2. How we use your information

We use your information to:

- **Provide and personalize the Services**, including writing and narrating your meditations, affirmations, mental rehearsal stories and coach reflections, and creating your personal narrator voice if you ask for one.
- **Remember your progress and preferences**, such as your history, favorites and settings.
- **Manage subscriptions** and give you access to the features you have paid for.
- **Apply fair usage limits**, so the Services stay available and affordable for everyone.
- **Review content you report**, to find and fix problems with what Invoke writes.

- **Understand how the Services are used**, in aggregate, such as how many people meditate each day and where people stop during onboarding, so we can improve them.
- **Respond to you** when you contact us for support.
- **Keep the Services safe and working**, including preventing misuse, fixing problems and enforcing our Terms of Use.
- **Comply with the law** and respond to valid legal requests.

We do not use your information for advertising, we do not sell it, and we do not make decisions about you that have legal or similarly significant effects based solely on automated processing.

3. How AI is used and who processes your information

Invoke's content is written and narrated by artificial intelligence. Before any of your information is sent, the app asks for your permission. After that, the app sends the information needed for each request to our server, which passes it to Google and returns the result without keeping a copy.

- **Google LLC (Gemini API)** writes your meditations, affirmations, rehearsal stories, onboarding reflections, profile summary and journal coach replies; converts them to speech; and creates and hosts your synthetic voice if you set one up.

What is sent depends on the feature. For example, writing a meditation sends your profile summary, your intentions and recent journal reflections. Before anything is sent to be written, your name, the names of people you mention and your city are replaced with placeholders, which the app swaps back once the content returns to your device. Narration is the exception: the text sent to be read aloud includes those names, so the narrator can say them.

Some content is prepared the day before using Google's batch processing. Google holds that content until the app collects it or the job expires, and it is deleted from Google when you delete your data in Settings.

Under the API terms that apply to our paid use of Gemini, Google does not use the content we send it to train or improve its models. It may keep it for a limited period to detect and prevent abuse, and it is required to protect it. You can read more in Google's own privacy policy.

These service providers also process information on our behalf:

- **Supabase, Inc.** hosts our server and its database in the United States. Your requests pass through it, and it stores the records described in "Information our server keeps" in section 1.
- **RevenueCat, Inc.** manages subscriptions, as described in "Purchases" in section 1.
- **PostHog, Inc.** provides product analytics, as described in "Information collected automatically" in section 1. It hosts this data in the United States.

AI-generated content can be inaccurate or unexpected. Please read our Terms of Use for more about the limits of AI-generated content.

4. Your voice (biometric information)

Setting up your own narrator voice is entirely optional. If you choose to do it:

- **What we collect.** You record a 10 to 30 second sample of yourself reading a passage, and a recording of yourself reading this statement: “I am the owner of this voice and I consent to Google using this voice to create a synthetic voice model.” The recordings are only made after you start them yourself, and you can review them before sending.
- **Why.** The recordings are sent through our server to Google, which uses them to create a synthetic voice model so your meditations can be narrated in your own voice. The voice model may be considered a voiceprint or biometric identifier in some places.
- **How it is used.** Your voice model is used only to narrate content that you generate in Invoke. We do not use it to identify you, we do not sell, lease or trade it, and we do not share it with anyone other than Google for this purpose.
- **Where it is kept.** The recordings are held only temporarily on your device while they are being sent, pass through our server without being stored, and are then deleted. Google stores the voice model. The app stores a reference to it on your device, and our server keeps one linked to your anonymous account so that only you can use or delete it.
- **How long it is kept.** Your voice model is permanently deleted at the earliest of: when you delete it in Settings, when you delete your data in Settings, when you replace it with a new recording, or one year after it was created, when Google deletes it automatically.

By setting up your voice, you give your express consent to this collection and use. You can withdraw that consent at any time by deleting your voice in Settings.

5. Sensitive information

Some information you may choose to share, such as your sexual orientation, details of your relationships, and wellbeing goals like managing stress, anxiety or sleep, is considered sensitive personal information or consumer health data in some jurisdictions. Your voice model may be considered biometric data.

We process this information only with your consent, which you give by choosing to provide it, and only for the purpose of personalizing Invoke for you. We do not use it to infer anything about you beyond what is needed to create your content, and we never sell it or use it for advertising. You can decline to answer any of these questions, and you can withdraw your consent by deleting your data as described in section 9.

Invoke is not a medical service. Information you share in the app is not health information collected by a healthcare provider and is not protected by HIPAA.

6. When we share your information

We share your information only in these situations:

- **With service providers** that help us run the Services, namely Google, Supabase, RevenueCat and PostHog as described in section 3, and Apple or Google for app distribution and purchases. They may only use your information to provide services to us.
- **When you choose to share.** If you share a meditation or other audio using your device's share sheet, it goes wherever you send it. We are not responsible for how others use content you share.

- **For legal reasons**, if we believe in good faith that it is necessary to comply with the law or a valid legal request, to protect anyone's safety, or to protect our rights and the rights of our users.
- **In a business transfer**, such as a merger, acquisition or sale of assets, in which case your information would remain subject to this policy or one at least as protective, and we would tell you before it becomes subject to a different policy.

We do not sell your personal information, and we do not share it for cross-context behavioral advertising, as those terms are defined under U.S. state privacy laws. We have not done so in the past 12 months.

7. Where your information is processed

We are based in India, and our server and its database are hosted in the United States. Our service providers may process your information in the United States and other countries where they operate. These countries may have data protection laws that differ from those where you live. Where the law requires it, such as for transfers from the European Economic Area, the United Kingdom or Switzerland, we rely on appropriate safeguards such as the European Commission's Standard Contractual Clauses or our providers' certifications under the EU-U.S. Data Privacy Framework and its UK and Swiss extensions.

8. How long we keep your information

- **On your device**: until you delete it in the app, delete your data in Settings, or uninstall the app.
- **On our server**: your anonymous account and everything linked to it are deleted when you delete your data in Settings. If you uninstall the app without doing so, they are deleted automatically once your account has gone 12 months without being used. Usage counts and content you report are deleted after 12 months.
- **Your voice model**: as described in section 4, and never longer than one year.
- **Analytics events**: deleted from PostHog when you delete your data in Settings. Otherwise PostHog keeps them for one year.
- **With AI providers**: only for as long as needed to process each request, plus any limited period they retain data to detect abuse under their terms. Content prepared in advance is kept until it is collected or the job expires.
- **Technical logs**: our hosting provider keeps logs of requests to our server, such as their time and IP address, for a short period, generally no more than 7 days.
- **Support emails**: for as long as needed to help you and keep a record of our correspondence, generally no longer than three years.
- **Subscription records**: as long as required for tax, accounting and legal purposes.

9. Your choices and controls

- **Edit your profile** at any time from the Profile screen.
- **Delete a session**, including its reflection, from the Home screen.

- **Delete your voice** from Settings. This deletes your voice model from Google's servers.
- **Delete all of your data** using Delete Account in Settings. This erases the data Invoke stores on your device, deletes your voice model from Google and your analytics events from PostHog, and deletes your anonymous account and everything linked to it from our server.
- **Uninstall the app** to remove all of its data from your device. Anything left on our server is deleted automatically after 12 months without use, as described in section 8.
- **Manage microphone access** in your device settings.
- **Cancel your subscription** in your App Store or Google Play account settings. Deleting your data does not cancel a subscription.

Because most of your data is stored on your device, we cannot access it, recover it once deleted, or delete it for you. Our server knows you only by an anonymous ID, so the quickest way to delete what it holds is Delete Account in Settings. If you would like help, contact us at support@getinvoke.app.

10. Your privacy rights

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

- know what personal information we process and access a copy of it;
- correct inaccurate information;
- delete your information;
- receive your information in a portable format;
- object to or restrict certain processing;
- withdraw consent at any time, without affecting processing that happened before;
- opt out of the sale or sharing of personal information, targeted advertising, or profiling (we do none of these);
- limit the use of sensitive personal information (we only use it to provide the Services you request); and
- not be discriminated against for exercising these rights.

Most of these rights can be exercised directly in the app, as described in section 9. You can also email support@getinvoke.app. We will respond within the time the law requires, usually 30 to 45 days. We may need to verify your identity before acting on a request. You may use an authorized agent to make a request on your behalf, and we may ask for proof that they are authorized. If we decline your request, you may appeal by replying to our decision, and if you are unhappy with the outcome you may contact your state attorney general.

United States residents

The categories of personal information we process, as described in the California Consumer Privacy Act, are:

- **Identifiers**, such as your name, an anonymous account ID and your IP address.
- **Characteristics of protected classifications**, such as age, gender and sexual orientation, if you provide them.

- **Commercial information**, such as subscription status.
- **Internet or other electronic network activity**, such as which features you use in the app.
- **Audio information**, such as voice recordings.
- **Biometric information**, such as your voice model, if you set one up.
- **Inferences**, such as the profile summary created from your answers.
- **Sensitive personal information**, such as sexual orientation and voice data, if you provide them.

The sources of this information, the purposes we use it for and the categories of recipients are described in sections 1, 2 and 6. We do not sell or share personal information, and we do not use sensitive personal information for purposes other than providing the Services.

California “Shine the Light.” We do not share personal information with third parties for their own direct marketing purposes.

Consumer health data. Some information you share, such as wellbeing goals or your voice, may be “consumer health data” under laws such as Washington’s My Health My Data Act, Nevada SB 370 and Connecticut’s privacy law. We collect it only to provide the Services you ask for, share it only with the service providers described in section 3, never sell it, and you may access or delete it and withdraw your consent as described above.

European Economic Area, United Kingdom and Switzerland

Nidhi Khandhedia is the controller of your personal information. We rely on these legal bases:

- **Performance of a contract**, to provide the Services you request.
- **Explicit consent**, for sensitive (special category) data you choose to share, such as sexual orientation or wellbeing information, and for your voice model.
- **Legitimate interests**, to keep the Services secure, apply fair usage limits and improve them, where those interests are not outweighed by your rights.
- **Legal obligation**, where we must process information to comply with the law.

You have the right to lodge a complaint with your local data protection authority, the UK Information Commissioner’s Office or the Swiss Federal Data Protection and Information Commissioner.

Other regions

Residents of Canada, Australia, New Zealand, South Africa and other countries may have similar rights to access and correct their information and to complain to their local privacy regulator. Contact us to exercise them.

11. Security

We use reasonable technical and organizational measures to protect your information. Most of your data is stored within the app’s private storage on your device. The records on our server are tied to an anonymous ID and can only be read by our server, not by the app or by other users. Information sent to our server and service providers is encrypted in transit. No method of storage or transmission is completely secure, so we cannot guarantee absolute security. Protecting your device with a passcode helps keep your information private.

12. Children

Invoke is intended for adults aged 18 and over. We do not knowingly collect personal information from anyone under 18. If you believe a child has provided us with personal information, please contact us at support@getinvoke.app and we will help remove it.

13. Do Not Track and Global Privacy Control

Invoke does not track you across other apps or websites, so there is nothing to opt out of. We treat a Global Privacy Control or similar signal as a valid request to opt out of sale and sharing, although we do neither.

14. Changes to this policy

We may update this policy from time to time. We will change the “Last updated” date above and, if the changes are significant, we will tell you in the app or by other means before they take effect. Where the law requires your consent to a change, we will ask for it.

15. Contact us

If you have questions about this policy or how we handle your information, contact us at:

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