

STEPHX

PRIVACY POLICY

Version 1.0

Effective Date: 1 June 2026

1. INTRODUCTION

StephX recognises that privacy is fundamental to trust.

Many users choose to record highly personal information within StephX, including memories, emotions, beliefs, body sensations, relationships, reflections, questions, therapeutic insights, and other sensitive information.

We understand the responsibility that comes with holding such information.

This Privacy Policy explains how StephX collects, stores, uses, protects, and manages personal information and user-generated content.

By using StephX, you acknowledge that you have read and understood this Privacy Policy.

2. WHO WE ARE

StephX is owned and operated by:

Andrew James Baartz

("StephX", "we", "our", or "us")

For the purposes of this Privacy Policy, "User" includes:

- Clients
 - Therapists
 - Clinic administrators
 - Practice administrators
 - Other authorised users
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3. OUR PRIVACY PRINCIPLES

StephX has been built around the following principles:

Privacy by default.

Client control.

Consent-led sharing.

Transparency.

Data minimisation where practical.

Security by design.

Therapist respect.

AI transparency.

No sale of personal data.

No advertising access to personal content.

These principles guide both product design and operational decision-making.

4. INFORMATION WE COLLECT

We may collect information including:

ACCOUNT INFORMATION

- Name
- Email address
- Account role
- Authentication information
- Contact information
- Profile information

THERAPIST INFORMATION

- Professional credentials
- Registration details
- Accreditation details
- Verification information
- Professional insurance details
- Practice information

USER-GENERATED CONTENT

- Story cards
- Notes
- Reflections
- Questions
- Session preparation materials
- Tags
- Categories
- Narrative content
- Uploaded files
- Shared content

TECHNICAL INFORMATION

- Device information
 - Browser information
 - IP address
 - Login activity
 - Audit logs
 - Error logs
 - Security events
 - Feature usage information
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5. SENSITIVE INFORMATION

StephX may contain sensitive information voluntarily entered by users.

Examples include:

- Mental health information
- Trauma-related information
- Emotional experiences
- Relationship information
- Health-related information
- Personal reflections
- Therapy preparation materials
- Safety concerns
- Life experiences

Users are never required to enter sensitive information into StephX.

Users choose what information they enter.

Users choose what information they share.

6. CLIENT CONTROL OF INFORMATION

Client control is a foundational principle of StephX.

Unless otherwise configured:

- New content is private by default.
- Clients control sharing permissions.
- Clients determine what is shared.
- Clients determine what remains private.
- Clients may stop sharing information.
- Clients decide what is ready for discussion.

Therapists only see information that clients choose to share or otherwise authorise.

7. HOW WE USE INFORMATION

We use information to:

- Operate StephX.
- Authenticate users.
- Maintain account security.
- Provide therapist-client sharing functionality.
- Deliver requested platform features.
- Process subscriptions.
- Provide customer support.
- Improve platform functionality.
- Improve safety systems.
- Prevent misuse.
- Comply with legal obligations.

We do not use personal information for advertising purposes.

8. ARTIFICIAL INTELLIGENCE PROCESSING

StephX may provide optional AI-assisted features.

AI functionality is activated only when a user deliberately initiates an AI action.

Examples may include:

- Organising content.
- Preparing summaries.
- Suggesting themes.
- Suggesting categories.
- Assisting content review.

AI is intended to assist with organisation.

AI is not therapy.

AI is not diagnosis.

AI is not treatment.

AI outputs remain suggestions only.

Users retain control over whether AI-generated content is saved, edited, shared, or deleted.

9. DATA OWNERSHIP

Users retain ownership of content they create within StephX.

StephX does not claim ownership of:

- Story cards.
- Notes.
- Reflections.
- Session preparation materials.
- Narrative content.
- User-generated content.

Users grant StephX a limited licence to store, process, secure, back up, transmit, and display content solely for the purpose of operating and improving the Platform.

10. INFORMATION SHARING

StephX does not sell user information.

StephX does not rent user information.

StephX does not provide advertising access to user information.

Information may be shared only:

- With authorised therapists.
 - With authorised clinic administrators.
 - With authorised service providers.
 - Where required by law.
 - To prevent serious harm where permitted or required by law.
 - Where users provide consent.
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11. SERVICE PROVIDERS

StephX may use trusted third-party providers to operate the Platform.

Examples may include:

- Hosting providers.
- Database providers.
- Authentication providers.
- Email providers.
- Payment providers.
- Security providers.
- AI providers.

Such providers receive only the information reasonably necessary to perform their services.

We seek to use reputable providers with appropriate security safeguards.

12. INTERNATIONAL PROCESSING

Information may be stored or processed in New Zealand, Australia, the United States, or other jurisdictions where approved service providers operate.

Where information is processed internationally, StephX seeks to implement reasonable contractual, technical, and organisational safeguards.

13. AUDIT RECORDS

StephX may maintain audit records to support:

- Security.
- Accountability.
- Compliance.
- System reliability.
- Dispute resolution.
- Product improvement.

Examples include:

- Login activity.
- Permission changes.
- Sharing events.
- Account activity.
- Security events.

Audit records are treated confidentially.

14. AGGREGATED AND DE-IDENTIFIED INFORMATION

StephX may use aggregated and de-identified information to:

- Improve user experience.
- Improve platform performance.
- Improve therapist workflows.
- Improve client workflows.
- Improve safety systems.
- Support governance activities.
- Support product development.

Our objective is to learn from patterns rather than identifiable individuals.

We do not intentionally use individual stories for commercial exploitation.

15. SECURITY

StephX takes reasonable steps to protect information from:

- Unauthorised access.
- Unauthorised disclosure.
- Loss.
- Misuse.
- Interference.
- Modification.

Security measures may include:

- Encryption.
- Access controls.
- Role-based permissions.
- Authentication controls.
- Audit logging.
- Monitoring.
- Secure hosting practices.

No online system can guarantee absolute security.

Users remain responsible for protecting their own devices, passwords, and exported content.

16. DATA RETENTION

StephX retains information for as long as reasonably necessary to:

- Provide services.
- Meet legal obligations.
- Maintain security.
- Resolve disputes.
- Support backups.
- Improve platform reliability.

Specific retention periods may be described in separate operational policies.

17. ACCESS AND CORRECTION

Users may request access to personal information held by StephX.

Users may request correction of inaccurate information.

Identity verification may be required before