

LESS STRESS. MORE CLARITY.

Privacy Policy

Effective date: September 7, 2026

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MyRichual is a product of Kevara, a brand operated by Tasha Christine Enterprises LLC ("Tasha Christine Enterprises," "MyRichual," "we," "us," or "our"). This Privacy Policy explains how we collect, use, disclose, and protect personal information when you visit our websites, register for the MyRichual beta, use the MyRichual application, communicate with us, or submit feedback.

By using MyRichual, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

Information you provide

We may collect information you provide directly, including:

- Your first and last name
- Your email address
- Your responses to signup and product-research questions
- Your signup date and beta participation information
- Communications you send to us
- Bug reports, feature requests, survey responses, and other feedback

Financial information you enter

MyRichual allows you to manually enter information used to organize your finances, including:

- Account names, account types, and balances
- Transactions
- Bills and due dates
- Expected income
- Debts
- Financial buffers, goals, and planning preferences

MyRichual does not currently connect directly to your bank or financial institution. Do not enter bank login credentials, full account numbers, Social Security numbers, or payment-card information into MyRichual.

Account and technical information

When you use MyRichual, we and our service providers may automatically collect limited technical information, such as:

- Internet Protocol address
- Browser and device type

- Pages or features used
- Dates and times of access
- Authentication and session information
- Error, security, and diagnostic information

Our authentication provider processes the credentials necessary to secure your account. MyRichual does not intentionally store passwords in readable form.

2. How We Use Information

We may use personal information to:

- Create, authenticate, and maintain your account
- Provide MyRichual's financial organization features
- Calculate and display information such as Safe to Spend
- Send account setup instructions, service messages, beta updates, and requested communications
- Respond to questions and provide support
- Review feedback, investigate problems, and improve MyRichual
- Protect MyRichual, our users, and our systems from fraud, misuse, and security threats
- Comply with legal obligations and enforce our Terms of Service
- Develop future features, plans, and services

We may use aggregated or de-identified information to understand general usage patterns and improve MyRichual. We will not attempt to re-identify information that has been de-identified.

3. Email Communications

When you register for the beta, we may send account access information, onboarding guidance, beta updates, surveys, product information, and helpful money-related content.

You may unsubscribe from promotional emails using the unsubscribe link in an email. We may still send essential messages concerning your account, security, access, or changes to the Service.

4. How We Disclose Information

We may disclose information to service providers that help us operate MyRichual. These may include:

- GrowthHub 365, for beta registration, contact management, forms, workflows, and email communications
- Supabase, for authentication, database services, and application infrastructure
- ClickUp, when feedback or issue submissions are transferred into our internal product-management process
- Hosting, security, analytics, communications, and technical-support providers

These providers may process information only as needed to perform services for us, subject to their agreements and applicable law.

We may also disclose information:

- When required by law, court order, or valid legal process
- To investigate fraud, abuse, security incidents, or violations of our Terms

- To protect the rights, safety, and property of MyRichual, our users, or others
- In connection with a merger, financing, acquisition, reorganization, or sale of business assets
- With your direction or consent

MyRichual does not sell personal information for money. We do not currently share personal information for cross-context behavioral advertising.

5. Cookies and Local Storage

MyRichual and its service providers may use cookies and similar technologies to keep you signed in, maintain secure sessions, remember application preferences, support application functionality, understand performance, and diagnose problems.

Your browser may allow you to block or remove cookies. Blocking essential cookies may prevent account login or other parts of MyRichual from working correctly.

Because there is not currently a universally accepted standard for browser-based Do Not Track signals, our services may not respond to every such signal.

6. Data Retention

We retain personal information for as long as reasonably necessary to maintain your account, provide the Service, complete the purposes described in this policy, maintain appropriate business and security records, resolve disputes, and meet legal obligations.

When information is no longer required, we may delete or de-identify it. Limited copies may remain temporarily in backups or records that we must retain for security, legal, or operational reasons.

7. Your Choices and Privacy Rights

Depending on where you live, you may have rights to:

- Request access to personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your account and information
- Obtain a copy of certain information
- Withdraw consent where processing is based on consent
- Opt out of promotional communications
- Appeal certain privacy-request decisions
- Exercise your rights without unlawful discrimination

To make a privacy request, email support@experiencemyrichual.com. We may need to verify your identity before completing a request.

During the beta, account deletion requests may be submitted through that email address. We will take reasonable steps to delete associated account and financial information, subject to legal and operational retention requirements.

8. Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information. However, no online service or storage system can guarantee complete security.

You are responsible for maintaining the confidentiality of your password and for notifying us if you believe your account has been accessed without authorization.

9. Children's Privacy

MyRichual is intended for adults aged 18 or older. We do not knowingly collect personal information from children under 18.

If you believe a child has provided personal information to MyRichual, contact us so we can investigate and take appropriate action.

10. Processing in the United States

MyRichual and its service providers may process and store information in the United States and other locations where our providers operate. Privacy protections in those locations may differ from those in your place of residence.

11. Third-Party Links

MyRichual may contain links to third-party websites or services. Their privacy practices are governed by their own policies, and we are not responsible for their content or practices.

12. Changes to This Policy

We may update this Privacy Policy as MyRichual develops. We will post the revised policy with a new Last updated date. When legally required, we will provide additional notice or request consent before materially changing how we use previously collected information.

13. Contact Us

Tasha Christine Enterprises LLC
MyRichual, a product of Kevara
Email: support@experiencemyrichual.com