



MiFame — Privacy Policy

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Effective Date: March 18, 2026

Last Updated: March 18, 2026

MiFame ("MiFame," "we," "us," or "our"), operated by Michael Mgaga and Saif Ghariani, doing business as MiFame, respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, and your rights regarding that information.

This policy applies to all users of our services, including Clients who subscribe through the Whop platform, visitors to our website (mifame.com), and anyone who communicates with us.

1. Information We Collect

1.1. Information You Provide Directly

When you subscribe to our services or interact with us, we may collect:

- **Account & Contact Information:** Name, email address, phone number, and billing address as provided through the Whop platform or direct communication.
- **Business Information:** Restaurant name, location/city, cuisine type, Instagram handle, other social media links, and website URL.
- **Brand Assets:** Logo, brand colors, aesthetic/vibe preferences, and top menu items — submitted via our onboarding form.
- **Visual Materials:** Photographs of food, restaurant interiors/exterior, and other images submitted for content production (typically 10–20 photos per

onboarding).

- **Communication Records:** Messages, emails, and chat logs exchanged between you and the MiFame team (including via Whop chat, email, or other messaging platforms).
- **Payment Information:** Payment details are processed and stored by the Whop platform and/or third-party payment processors. MiFame does not directly store credit card numbers or banking details.

1.2. Information Collected Automatically

When you visit our website or interact with our digital platforms, we may automatically collect:

- **Device & Browser Information:** IP address, browser type, operating system, and device identifiers.
- **Usage Data:** Pages visited, time spent on pages, click patterns, and referring URLs.
- **Cookies & Tracking Technologies:** We may use cookies, pixels, and similar technologies to improve user experience and analyze website traffic.

1.3. Information from Third Parties

- **Whop Platform:** Account details, subscription status, and transaction history as shared by the Whop platform.
- **Social Media:** Publicly available information from your restaurant's social media profiles (e.g., Instagram) that you direct us to access for content production.

2. How We Use Your Information

We use the information collected for the following purposes:

- **Service Delivery:** To produce, personalize, and deliver social media content (videos, images, graphics) tailored to your restaurant.
- **Client Communication:** To respond to inquiries, send delivery notifications, request feedback, and provide support.

- **Onboarding & Account Management:** To set up your account, manage your subscription, and process payments through the Whop platform.
 - **Quality Improvement:** To analyze content performance, improve our production processes, and enhance service quality.
 - **Portfolio & Marketing:** To showcase select delivered content in our portfolio, case studies, and marketing materials — subject to the consent provisions outlined in our Terms of Service (14-day response window).
 - **Legal Compliance:** To comply with applicable laws, regulations, and legal processes.
 - **Business Operations:** To manage internal operations, prevent fraud, and enforce our Terms of Service.
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3. How We Share Your Information

MiFame does not sell, rent, or trade your personal information to third parties. We may share information in the following limited circumstances:

3.1. Service Providers & Tools

We may share information with trusted third-party services that help us deliver our services, including:

- **Whop** — for billing, subscription management, and content delivery.
- **Google Drive** — for content file delivery.
- **Communication platforms** — for client support and team collaboration.
- **Analytics tools** — for website traffic analysis (anonymized/aggregated where possible).

These providers are bound by their own privacy policies and are only given access to information necessary to perform their functions.

3.2. Legal Requirements

We may disclose your information if required to do so by law, or if we believe in good faith that such action is necessary to: (a) comply with a legal obligation; (b)

protect and defend the rights or property of MiFame; (c) prevent fraud or address security issues; (d) protect the personal safety of users or the public.

3.3. Business Transfers

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred to the acquiring entity. We will notify affected Clients of any such transfer.

4. Data Retention

- **Active Clients:** We retain your information for as long as your subscription is active and as needed to provide services.
 - **After Cancellation:** We retain basic account information and communication records for up to twenty-four (24) months after cancellation for legal, operational, and dispute resolution purposes.
 - **Visual Materials:** Client-submitted photos and brand assets are retained for the duration of the subscription plus six (6) months, after which they are permanently deleted unless otherwise agreed.
 - **Delivered Content:** Copies of delivered content may be retained indefinitely in our portfolio archives, subject to the marketing rights provisions in our Terms of Service.
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5. Data Security

We take reasonable administrative, technical, and physical measures to protect your information from unauthorized access, loss, misuse, or alteration. These measures include:

- Secure file-sharing through Google Drive with restricted access permissions.
- Limited internal access — only team members who need information to perform their duties can access it.
- Use of encrypted communication channels where available.

However, no method of electronic transmission or storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

6. Your Rights & Choices

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Access:** Request a copy of the personal information we hold about you.
- **Correction:** Request correction of inaccurate or incomplete information.
- **Deletion:** Request deletion of your personal information, subject to legal retention requirements.
- **Opt-Out of Marketing:** Opt out of receiving marketing communications from MiFame at any time by contacting us.
- **Data Portability:** Request a copy of your data in a structured, commonly used format.
- **Withdraw Consent:** Where processing is based on consent, you may withdraw consent at any time.

To exercise any of these rights, contact us at legal@mifame.com. We will respond within thirty (30) days.

7. Cookies & Tracking Technologies

Our website may use cookies and similar technologies to:

- Remember your preferences and settings.
- Analyze website traffic and user behavior.
- Improve website performance and user experience.

You can control cookies through your browser settings. Disabling cookies may affect some website functionality.

8. Children's Privacy

MiFame's services are designed for business use by restaurant owners and managers. We do not knowingly collect personal information from individuals

under the age of 18. If we become aware that we have collected information from a minor, we will take steps to delete it promptly.

9. International Data

MiFame is based in the United States (New Mexico). If you are accessing our services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States. By using our services, you consent to such transfer and processing.

10. Third-Party Links

Our website or communications may contain links to third-party websites or services. MiFame is not responsible for the privacy practices of these third parties. We encourage you to review their privacy policies before providing any personal information.

11. Changes to This Policy

MiFame reserves the right to update this Privacy Policy at any time. Changes will be posted on our website and/or communicated via the Whop platform. The "Last Updated" date at the top of this policy reflects the most recent revision. Continued use of our services after changes constitutes acceptance of the updated policy.

12. Contact Information

For questions, concerns, or requests related to this Privacy Policy:

MiFame

Email: legal@mifame.com

Support: support@mifame.com

Website: mifame.com

By using MiFame's services, you acknowledge that you have read and understood this Privacy Policy.