

Privacy Policy

Personal AI assistant for WhatsApp

This policy explains how Lamia collects, uses, stores, shares, protects, and deletes personal information when users interact with the service through WhatsApp, the Lamia website, reports, and customer-support channels.

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WEBSITE	lamia.az
CONTACT	destek@lamia.az

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1. Introduction

Welcome to Lamia, a personal AI assistant available through WhatsApp and related digital services.

Lamia helps users manage everyday information and activities, including expenses, reminders, tasks, plans, notes, and personal summaries.

This Privacy Policy explains:

- what information we collect;
- why and how we process it;
- when information may be shared with service providers;
- how long information may be retained;
- what rights users have; and
- how users may request access to or deletion of their information.

By starting or continuing a conversation with Lamia, completing the onboarding process, or otherwise using the service, you acknowledge that you have read and understood this Privacy Policy.

2. Service Provider

Lamia is operated by ATLM MMC, a company registered in the Republic of Azerbaijan.

Operator	ATLM MMC
Product	Lamia personal AI assistant
Website	lamia.az
Email	destek@lamia.az

In this Privacy Policy, “Lamia,” “we,” “us,” and “our” refer to ATLM MMC and the Lamia service.

3. Scope of This Privacy Policy

This Privacy Policy applies to information processed through:

- the Lamia WhatsApp assistant;
- the Lamia website;
- Lamia-generated reports and links;
- customer support communications; and
- other services that expressly refer to this Privacy Policy.

This Privacy Policy does not govern the independent processing activities of WhatsApp, Meta, mobile operators, payment providers, or other third-party services. Those providers process information according to their own terms and privacy policies.

4. Information We Collect

The information collected depends on how you interact with Lamia and which features you use.

4.1 Account and identification information

We may process:

- your WhatsApp phone number;
- your WhatsApp user or account identifier;
- your name or preferred form of address;
- your selected language;
- your country, timezone, or regional preferences;
- your onboarding responses; and
- your consent or acceptance records.

Lamia does not require access to your entire WhatsApp account or unrelated conversations. We process only communications sent directly to the Lamia service or otherwise intentionally provided to us.

4.2 Messages and instructions

When you communicate with Lamia, we may process text messages, commands, instructions, questions, task descriptions, reminder details, notes, corrections, confirmations, and other information you voluntarily provide.

Users should avoid sending highly sensitive information unless it is necessary for the feature being used.

4.3 Voice messages and transcriptions

When you send a voice message, the audio may be processed to convert it into text and understand your request.

Depending on the technical implementation, we may process:

- the original audio message;
- a temporary audio copy;
- the generated transcription;
- the detected language; and
- technical information required to process the recording.

Original audio may be deleted after transcription where technically possible and where continued storage is not required for security, support, or troubleshooting.

4.4 Expense and financial tracking information

If you use Lamia to record expenses or payments, we may process transaction descriptions, amounts, currencies, dates and times, expense categories, payment or subscription reminders, user notes, and calculated summaries.

Important financial disclaimer

Lamia is an information-management tool. It is not a bank, payment institution, accounting service, financial adviser, or tax adviser. Unless a specific payment feature clearly states otherwise, Lamia does not process bank card numbers or conduct transactions on your behalf.

4.5 Tasks, reminders, and plans

We may store information necessary to provide productivity features, including task descriptions, reminder text, scheduled dates and times, recurrence settings, completion status, plan history, user corrections, and related notification records.

4.6 Reports and summaries

When Lamia creates daily, weekly, monthly, or other summaries, we may process the information included in the summary, report-generation dates, report links, access identifiers, and technical records related to report delivery.

Report links may contain personal information. You should not share a private report link with another person unless you intend to give that person access to the report.

4.7 Technical and service information

We may automatically collect limited technical information needed to operate and secure the service, including message delivery status, request and response timestamps, system logs, error reports, IP address where available, browser or device information for website access, security events, service-performance information, and records of user actions necessary for troubleshooting.

5. How We Use Information

We may use personal information to:

- create and maintain your Lamia profile;
- understand and respond to your instructions;
- record expenses, tasks, reminders, plans, and notes;
- generate summaries and reports;
- send requested reminders and service messages;
- provide voice transcription;
- personalize language, timezone, formatting, and communication style;
- maintain conversation context;
- detect and correct errors;
- provide customer support;
- prevent fraud, abuse, unauthorized access, and security incidents;
- improve the reliability and functionality of the service;
- comply with legal obligations; and
- protect the rights, safety, and property of users, Lamia, and third parties.

We do not use personal information for purposes that are materially incompatible with the purposes described in this Privacy Policy unless we provide additional notice or obtain consent where required.

6. AI Processing

Lamia uses artificial intelligence systems to understand user messages and prepare responses.

To provide this functionality, relevant parts of a message or conversation may be sent to an AI service provider. The information sent should be limited to what is reasonably necessary to understand the request, maintain appropriate context, and generate a useful response.

AI processing may include:

- identifying the user's intention;
- extracting task, expense, date, or reminder details;
- categorizing information;
- generating summaries;
- creating a natural-language response; and
- checking whether additional clarification is needed.

AI accuracy notice

AI systems are probabilistic and may occasionally misunderstand a message, produce an incorrect result, or omit important information. Users must review important dates, amounts, reminders, calculations, and decisions. Lamia should not be used as the sole source of information for medical, legal, tax, financial, safety-critical, or emergency decisions.

7. Legal Grounds for Processing

Depending on the user's location and the applicable law, we may process personal information based on one or more of the following grounds:

7.1 Performance of the service

Processing may be necessary to provide the features requested by the user, such as recording an expense, scheduling a reminder, or generating a report.

7.2 Consent

We may rely on consent for certain processing activities, including onboarding, optional communications, or the processing of information where consent is required by law. A user may withdraw consent where processing is based on consent. Withdrawal does not affect processing that lawfully occurred before withdrawal.

7.3 Legitimate interests

We may process limited information where necessary for legitimate interests such as protecting the service against abuse, maintaining system security, troubleshooting technical problems, improving service reliability, and defending legal rights. We consider the nature of the information and the potential effect on users before relying on legitimate interests.

7.4 Legal obligations

We may process or retain information where necessary to comply with applicable laws, lawful requests, court orders, accounting obligations, or regulatory requirements.

8. Service Providers and Data Sharing

We may share limited information with trusted service providers that help us operate Lamia. These may include providers of:

- WhatsApp messaging infrastructure;
- artificial intelligence processing;
- voice transcription;
- cloud hosting;
- database storage;
- cybersecurity;
- analytics;
- email delivery;
- customer support;
- payment processing; and
- technical monitoring.

Service providers receive only the information reasonably necessary to perform their services and are expected to process it subject to contractual, technical, or legal safeguards.

We may also disclose information when required by applicable law, in response to a valid legal request, to investigate fraud, abuse, or security incidents, to protect a person from serious harm, to establish, exercise, or defend legal claims, or as part of a merger, acquisition, restructuring, financing, or transfer of the business.

No sale of private conversations

We do not sell users' private WhatsApp conversations as a commercial data product.

9. WhatsApp and Meta

Lamia communicates with users through services provided by WhatsApp and Meta.

When you send a message to Lamia through WhatsApp:

- WhatsApp and Meta may process message and account information;
- delivery may depend on Meta's infrastructure and policies;
- certain message metadata may be made available to Lamia; and
- WhatsApp's own terms and privacy policy also apply.

Lamia does not control Meta's independent systems, data-processing decisions, security practices, or service availability.

Deleting information from Lamia does not necessarily delete copies independently retained by WhatsApp, Meta, your mobile device, your telephone operator, or another third party.

10. International Data Processing

Some service providers may operate infrastructure in countries other than Azerbaijan or the user's country of residence. As a result, personal information may be processed or stored internationally.

Where required, we will seek to use appropriate contractual, organizational, or legal safeguards for international transfers. The level of data protection in another country may differ from the level provided in the user's country.

11. Data Retention

We retain personal information only for as long as reasonably necessary to provide the service, maintain the user's requested records, comply with legal obligations, resolve disputes, prevent fraud or abuse, maintain security, and enforce our agreements.

Retention periods may differ depending on the type of information. For example:

- active reminders may be retained until completed, cancelled, or deleted;
- expense records may be retained while the user continues to use the tracking feature;
- support communications may be retained until the issue is resolved and for a reasonable period afterward;
- security logs may be retained for a limited period necessary to investigate incidents; and
- consent records may be retained to demonstrate compliance.

When information is no longer required, it may be deleted, anonymized, or aggregated.

12. Data Security

We use reasonable technical and organizational measures intended to protect personal information against unauthorized access, accidental loss, alteration, misuse, disclosure, and destruction.

These measures may include access controls, authentication, encrypted communications, logging, backups, infrastructure monitoring, and restricted administrative access.

Security limitation

No system is completely secure. We cannot guarantee that unauthorized access, technical failure, cyberattack, or data loss will never occur. Users are responsible for protecting access to their WhatsApp account, mobile device, report links, and any device through which Lamia is accessed.

13. User Rights

Depending on applicable law, a user may have the right to:

- request confirmation that we process their information;
- request access to their personal information;
- correct inaccurate or incomplete information;
- request deletion of information;
- restrict certain processing;
- object to certain processing;
- withdraw consent;
- request a portable copy of certain information; and
- submit a complaint to a competent data-protection authority.

Some rights may be subject to legal limitations or identity verification. To protect users, we may ask for confirmation through the WhatsApp account associated with the requested data or request other reasonable verification before completing a sensitive request.

14. Data Deletion Requests

A user may request deletion directly through Lamia by sending a clear instruction, such as:

"Delete my data"

"Удалить мои данные"

"Məlumatlarımı sil"

The user may also contact us at destek@lamia.az.

Before deletion, Lamia may explain what information will be affected, ask the user to confirm the request, verify that the request comes from the relevant account, and explain information that must temporarily be retained.

Following confirmation, we will take reasonable steps to delete or anonymize information associated with the user, which may include:

- the Lamia user profile;
- stored conversation history;
- expenses;
- reminders;
- tasks;
- plans;
- report links;
- transcriptions;
- stored voice data;
- preferences; and
- related service records.

Certain limited information may be retained where necessary for legal compliance, fraud prevention, security investigations, accounting or payment obligations, resolving disputes, enforcing agreements, or establishing or defending legal claims.

Residual copies may remain temporarily in backups until the relevant backup is overwritten or expires under the applicable backup schedule. Such backup copies will not ordinarily be restored except for disaster recovery, security, or legal purposes.

Deletion from Lamia does not delete information independently held by WhatsApp, Meta, the user's device, payment providers, or other third parties.

15. Children's Privacy

Lamia is not intended for independent use by children below the minimum age required to consent to digital services under applicable law.

A parent or legal guardian should supervise use by a minor and should not allow a child to submit sensitive personal information without appropriate consideration. If we learn that a child's information has been processed without the required authorization, we may take reasonable steps to delete it.

16. Sensitive and Prohibited Information

Users should not send information that is unnecessary for the requested service. In particular, users should avoid sending:

- passwords;
- authentication codes;
- full bank card details;
- private cryptographic keys;
- government identification documents;
- detailed medical records;
- confidential information belonging to another person; or
- information they are not legally permitted to disclose.

Lamia may refuse to process or may delete information that creates a security, privacy, legal, or safety risk.

17. Automated Responses and Decisions

Lamia uses automated systems to interpret messages and generate responses.

Lamia is not intended to make legally binding or similarly significant decisions about users. Its classifications, reminders, summaries, and recommendations are intended to assist the user rather than replace the user's judgment.

Users may correct Lamia by sending a new message or contacting customer support.

18. Changes to This Privacy Policy

We may update this Privacy Policy when Lamia introduces new features, our service providers or technical systems change, legal requirements change, or we improve our privacy and security practices.

The updated version will include a revised "Last updated" date. For significant changes, we may provide notice through WhatsApp, the Lamia website, or another appropriate communication channel.

Continued use of Lamia after an updated policy becomes effective may constitute acknowledgment of the updated policy, where permitted by law.

19. Contact Us

Questions, privacy requests, complaints, and data-deletion requests may be sent to:

Operator: ATLM MMC
Product: Lamia
Website: lamia.az
Email: destek@lamia.az

Please include enough information for us to understand and process the request. Do not send passwords, verification codes, or unnecessary sensitive documents by email.