

Privacy Policy

Last updated: September 4, 2026

1. Who this policy covers

This Privacy Policy explains how True Design Method ("we," "us," "our") collects, uses, shares, and protects information when you use Discovery (TRUE AI), Planning (Roadmaps, including SMS check-ins), Alignment (TRUE Labs), and the Dashboard (together, the "Service").

By using the Service, you agree to the collection and use of information as described here. If you don't agree, please don't use the Service.

2. Information we collect

2.1 Information you provide directly

- Account information: name, email address, and password (handled by our authentication provider, Supabase; we never see your plaintext password).
- Discovery (LifePrint) responses: your reflections on your life today, your dream-life description, your selected values, value ratings and open-text answers, your selected success images, your top outcomes, your skills, the resources you say you have or need (including anything you type in yourself), your internal and external obstacles (including anything you type in yourself), your credential/education needs, and who supports you.
- Planning (Roadmap) responses: the goal you choose to plan, your answers about why it matters, your time capacity and dependents, your location, your resource audit answers, your chosen vision arc length, and how you respond to your vision, quarterly plan, and biweekly schedule.
- Phone number, if you opt in to SMS check-ins through Planning.
- Message content, if you text with Planning's SMS check-ins — both what we send you and what you reply.
- Journal entries and Lab progress, if you use Alignment.
- Anything else you type into a free-text field, including custom entries you add to word banks (e.g. a resource, obstacle, or outcome not in our preset list).

2.2 Information collected automatically

- Basic usage and device information (e.g. browser type, general access times) as part of normal web hosting and security logging.
- A locally-stored, temporary copy of a LifePrint you generate while signed out (see §2.3), stored only in your own browser via `localStorage`, not on our servers, until you sign in.

2.3 The signed-out LifePrint stash

If you complete Discovery without an account, we hold your generated LifePrint temporarily in your browser's local storage so it isn't lost. The moment you sign in or create an account — on Discovery or on Planning — we save that LifePrint to your new account and clear the local copy. If you never sign in, that

data stays only in your browser and is never transmitted to us.

2.4 Information we do not collect

We do not collect government ID numbers, precise geolocation, financial account details, or health records. Any country/region you tell us for Planning research purposes is used only to tailor the plan we build for you.

3. How we use your information

We use your information to:

- Generate your LifePrint, Vision Arc, quarterly action plan, and biweekly schedules using AI (see §4).
- Save and let you retrieve your LifePrint(s), Roadmap(s), and schedules across sessions and devices.
- Send you optional SMS milestone check-ins through Planning if you opt in, and process your replies (see §5).
- Track and display your progress on your Dashboard.
- Recommend a relevant Alignment lab based on patterns in your LifePrint.
- **Analyze anonymized, aggregated outcome patterns across testers** — for example, whether a particular planning approach tends to work better for certain kinds of goals — to improve how we generate plans. This analysis never includes your name, account identifiers, or the specific text of your goals.
- Maintain, secure, and improve the Service, including debugging and fraud/abuse prevention.
- Communicate with you about your account, including confirmation emails.

We do not sell your personal information, and we do not use your Discovery, Planning, or check-in content to train third-party AI models beyond what's needed to generate your own results, or the anonymized, aggregated outcome analysis described above (see §4).

4. How AI is used

We use Anthropic's Claude models to generate your LifePrint narrative, life goals, Vision Arc, quarterly action plan, biweekly schedules, and (for Planning research) real-world requirement lookups via web search. Your Discovery and Planning answers are sent to Anthropic's API to generate these outputs for you, and de-identified outcome data (with no name, account identifiers, or goal text attached) may also be used internally for the anonymized, aggregated analysis described in §3.

AI-generated content can be inaccurate or incomplete. Your Vision Arc, quarterly plan, and biweekly schedule are structured suggestions based on what you told us and, where applicable, general web research — not verified facts, professional advice, or guarantees of outcome. See our Terms of Use for the full disclaimer.

5. SMS / Planning check-ins

If you opt in to SMS check-ins through Planning:

- We collect and store your phone number and use it solely to send milestone check-in texts tied to your quarterly action plan, and to process your replies.
- Messages are sent and received via Twilio, our SMS provider.
- Consent and frequency: you opt in explicitly on the Planning page. Message frequency varies with your quarterly plan (typically a handful of messages per milestone, plus at most one follow-up nudge and, if applicable, tiered check-ins if milestones are repeatedly missed).
- Opting out: reply STOP (or STOPALL, UNSUBSCRIBE, CANCEL, END, QUIT) to any check-in text at any time, or use the "Stop check-ins" button on your Planning page. We will confirm your opt-out by text and stop sending messages. You can opt back in any time from Planning.
- Message and data rates may apply, charged by your mobile carrier, not by us. SMS messaging is carried out in accordance with Canada's Anti-Spam Legislation (CASL) and applicable CRTC rules.
- Distress screening: replies are automatically screened for language suggesting emotional distress. If detected, automated check-ins pause and you're sent a message pointing to Canada's 211 crisis and community support line and encouraging you to reach out to someone you trust. This is an automated safety measure, not a substitute for professional support — see §8 and our Terms of Use.
- We do not share your phone number with third parties for their own marketing purposes.

6. How we share information

We share information only with:

- Service providers who process data on our behalf under contract, currently: Supabase (authentication and database hosting), Twilio (SMS delivery), Anthropic (AI processing), and our hosting/infrastructure provider (Vercel).
- Legal or safety reasons, if required by law, to protect the rights, property, or safety of you, us, or others, or in connection with a suspected fraud or security issue.
- Business transfers, if we're involved in a merger, acquisition, or asset sale — we'll notify you before your information becomes subject to a different privacy policy.

We do not share your LifePrint, Roadmap, or check-in content with other users, employers, or any third party for advertising purposes.

7. Data retention and deletion

We retain your account data, LifePrints, Roadmaps, schedules, and check-in history for as long as your account is active, so you can return to and build on your work over time. You can:

- Delete individual saved LifePrints or Roadmaps from within the product (where that control is available), or request deletion by contacting us at truedesignmethod@gmail.com.
- Request full account deletion at any time by contacting us; we will delete your personal data within 30 days, except where we're required to retain limited records by law.
- Opt out of SMS at any time without deleting your account (see §5).

8. Not a substitute for professional care

The Service — including AI-generated reflections, distress-screening messages, and Alignment content — is not therapy, medical care, financial advice, or legal advice, and is not a crisis service. If you are in crisis or experiencing thoughts of self-harm, contact your local emergency number or dial 211 for Canada's crisis and community support line, available any time.

9. Children's privacy

The Service is not directed at, and not intended for use by, anyone under 18. We do not knowingly collect personal information from children. If you believe a child has provided us information, contact us at truedesignmethod@gmail.com and we will delete it.

10. Your rights

Under Canadian privacy law — including the federal Personal Information Protection and Electronic Documents Act (PIPEDA) and Alberta's Personal Information Protection Act (PIPA) — you have rights to access, correct, or request deletion of your personal information, and to ask how it's being used. If you're located outside Canada, you may also have rights under your local privacy law (e.g. GDPR for EEA/UK residents). To exercise these rights, contact us at truedesignmethod@gmail.com. We do not discriminate against you for exercising these rights.

11. Data security

We use reasonable administrative, technical, and physical safeguards designed to protect your information, including encrypted connections and access-controlled databases. No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

12. International data transfer

Some of our service providers may process and store data outside Canada, including in the United States, in the course of running the Service (for example, our authentication, database, SMS, and AI providers). Where personal information is processed outside Canada, it may be accessible to the courts, law enforcement, and national security authorities of that jurisdiction. We take reasonable steps to ensure our service providers protect your information consistent with this Privacy Policy.

13. Changes to this policy

We may update this Privacy Policy from time to time. We'll post the updated version here with a new "Last updated" date, and where changes are material, we'll provide additional notice (e.g. email or an in-app notice).

14. Contact us

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