SOCIAL ACCOUNT CONNECTIONS & DATA DELETION

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This notice explains how to disconnect a social account from **Verba Creative Inc.** ("Verba") and how to ask us to delete information imported for **Creative DNA**. It supplements our **Privacy Policy**, which controls in case of inconsistency. You can also request deletion of your entire Verba account. We do not require you to contact Instagram, Meta or TikTok to request deletion of the data stored by Verba.

1. Disconnect Your Instagram or TikTok Account

Disconnecting is not a guarantee that all historical social data is retained. If your authorization ends, we assess and remove source data and corresponding derived information when further retention is no longer needed for the specific permitted purpose or when the relevant platform rules require deletion. Meta Platform Data may include derived and aggregated information; we cannot necessarily retain it permanently simply by changing its format.

Where the relevant connection control is available, open **Verba > Settings > Connected Accounts**, select the account and choose the disconnect option. This stops Verba from using that connection to request additional data; it does not necessarily erase historical information already imported. You can also revoke Verba's authorization in the relevant social platform's settings. If those controls are unavailable, email **privacy@verba.digital** with the account email and the relevant connected social platform so we can help locate and disable the connection.

2. Delete Imported Social Data and Creative DNA Insights

Requests cover identifiable imported posts, comments where available, analytics, account identifiers, tokens and derived creator profiles that are subject to deletion under the relevant platform rules and law. A prompt request to stop access and erase the applicable Platform Data does not require deleting original posts from Instagram or TikTok itself. Separate statutory tax, payment, security and dispute records may remain only where an appropriate basis and limited period exist.

If the app offers a **Delete Connected Account Data** or equivalent control, select it to request removal of imported Platform Data and related identifiable Creative DNA profiles and recommendations. Alternatively email **privacy@verba.digital** with the subject **Social Data Deletion Request**. Please provide your Verba login/purchase email or account identifier and the name of the platform (Instagram or TikTok). Do not email passwords, access tokens or complete payment card numbers.

Once we have sufficient information to verify and locate the relevant connection, we will act promptly under applicable data protection law and platform rules. Where appropriate, we will also instruct authorized service providers to delete the corresponding data. Narrow exceptions may apply where law requires retention, but platform data are not retained merely to enable unrelated future analysis or AI model training. We can provide a status update or confirmation through the request channel where appropriate.

3. Delete the Entire Verba Account

Account deletion is different from disconnecting a social account or removing its imported information. If Verba supports account creation, you can initiate account deletion using the accessible option in the app. You can also ask at **privacy@verba.digital** for help with a privacy-right request. Account deletion may permanently remove your projects, connected-account history, Creative DNA insights and linked Credits. Any legal tax, payment-dispute or security retention is limited to what law permits or requires.

Important: deleting or disconnecting an account does **not** automatically cancel billing through Apple or a separate web subscription. To avoid future renewals, separately cancel your subscription using the channel where you purchased it. For Apple, visit **https://apps.apple.com/account/subscriptions/**. For a web purchase, use the billing portal in your purchase confirmation or contact **admin@verba.digital**.

4. Correction, Access, Export and Other Requests

You can also request access to, correction of or a copy of personal information held by Verba, or object to certain processing when permitted by law. Email **privacy@verba.digital**. We may ask for proportionate verification to protect your account. Our full Privacy Policy sets out relevant rights and response deadlines, which depend on your jurisdiction. If Meta, TikTok or another relevant platform directs us to remove or update Platform Data, we will act in accordance with applicable platform requirements.

5. What Deletion Does Not Do

Deleting social data or a Verba account does not necessarily cancel a recurring Apple subscription. Please manage Apple subscriptions through your Apple account, and web subscriptions through the relevant Verba billing channel. We cannot use this notice to override a mandatory platform data-deletion request or a lawful request from a data subject.

Deleting information from Verba does not erase the original posts, comments or account held by Instagram or TikTok. It also cannot remove files that you have already downloaded or independently shared outside Verba. Restricted back-up and transaction records may require separate technical or legal handling. Source-platform rules can require faster or broader removal than ordinary internal retention schedules, and those rules take priority for the relevant Platform Data.

Privacy contact: privacy@verba.digital

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