

TrendLife App Privacy Policy

Last Updated: June 15, 2026

This Privacy Policy describes how Trend Micro Incorporated and our subsidiaries and affiliated companies (collectively, “*Trend Micro*,” “*we*,” or “*us*”) collect, use, disclose, and otherwise process information about you in connection with information we collect when you access or use our TrendLife App, including our AI assistant, Kaleida (“*TrendLife App*”) (collectively, our “*Services*”) and when you otherwise interact with us about our Services, such as through our customer support channels or on social media. We may provide different or additional notices of our privacy practices for certain offerings, in which case those notices will supplement or replace the disclosures in this Privacy Policy.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy. If we make material changes, we will provide you with additional notice (such as by adding a statement to the Services or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

We also have a Global Privacy Notice available at https://www.trendmicro.com/en_us/about/legal/privacy-policy-product.html. In the event of any conflict between that notice and this one, this TrendLife App Privacy Policy governs.

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COLLECTION OF INFORMATION

The information we collect about you depends on how you interact with us. In this section, we describe the categories of information we collect and the sources of this information. Our TrendLife App Data Collection Notice <https://helpcenter.trendmicro.com/en-us/article/TMKA-13274> also provides information about what information is collected by the app.

Information You Provide to Us

We collect information you provide directly to us. For example, we collect information directly from you when you create an account, fill out a form, submit or post content through our Services (including communicating with Kaleida or using our navigation features), communicate with us via third-party platforms, request customer support, provide feedback on our Services, or otherwise communicate with us. The types of information that we collect directly from you include your name, email address, date of

birth, preferred language, names and ages of family members, and any other information you choose to provide.

Information We Collect Automatically

We automatically collect information about your interactions with us or our Services, including:

- **Device, Usage, and Activity Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, and app version. We also collect information about access dates and times and your activity on our Services.
- **Information Collected by Tracking Technologies:** We use tracking technologies, such as SDKs, to collect information about your interactions with the Services. These technologies help us improve our Services, personalize your experience, and analyze your interactions with us, including to see which areas and features of our Services are popular.
- **Your Device Content:** With your permission, we collect information and content stored on your device, such as from your camera roll and files so that you can upload pictures and PDFs to the Services.

Information We Collect from Other Sources

We obtain information from other sources. For example, we may collect information from other users of the Services. This information includes your name, age, and relationship to the user.

Additionally, if you connect the TrendLife App to a third-party platform (such as Google), we will have access to certain information from that platform, such as your name, birthday, profile picture, username, documents and calendar events, and any other information the third-party platform discloses about you, in accordance with the authorization procedures determined by such platform.

Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your family needs, including relating to coordination, health, school, and work matters, based on your prompts and interactions with Kaleida.

USE OF INFORMATION

We use the information we collect to:

- Provide, maintain, and improve our Services, including to develop, operate, and improve our AI features, including training AI models;
- Develop new products and services;
- Personalize and improve your experience with us;
- Send you technical notices, security alerts, support messages, and other transactional or relationship messages;
- Respond to your comments, questions, and requests and provide customer support;
- Send you marketing communications (see the [Your Choices](#) section below for information about how to opt out of these communications at any time);
- Monitor and analyze trends, usage, and activities in connection with our products and services;

- Detect, investigate, respond to, prosecute, and help protect against security incidents and other malicious, deceptive, fraudulent, or illegal activity, and help protect the rights and property of Trend Micro and others;
- Comply with our legal and financial obligations;
- Create de-identified and aggregate data that cannot reasonably be linked to you; and
- Carry out any other purpose described to you at the time the information was collected.

DISCLOSURE OF INFORMATION

We disclose information about you in the following scenarios:

- **Vendors and Service Providers.** We make personal information available to our vendors, service providers, contractors and consultants who perform services on our behalf, such as companies that assist us with hosting, fraud prevention, customer service, analytics, and marketing and advertising. When engaging with Kaleida, we remove certain personal identifiers (e.g., last name, email address, phone number, date of birth) from conversations before they are sent to a large language model for processing.
- **Other Users.** When you communicate with Kaleida through the Services, we may disclose some of the information derived from those interactions with other family members that use the TrendLife App, depending on your family group sharing settings.
- **Integration Partners.** If you choose to use integrations we offer on our Services, such as the calendar integration with Google, we provide certain information to the integration partners.
- **Law Enforcement Authorities and Individuals Involved in Legal Proceedings.** We disclose personal information in response to a request for information if we believe that disclosure is in accordance with, or required by, any applicable law, regulation, or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- **To Protect the Rights of Trend Micro and Others.** We may disclose personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Trend Micro, our users, the public, or others.
- **Professional Advisors.** We disclose personal information to our legal, financial, insurance, and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- **Corporate Transactions.** We disclose personal information in connection with, or during negotiations of, certain corporate transactions, including a merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- **Corporate Affiliates.** Personal information is disclosed between and among Trend Micro and our current and future parents, affiliates, subsidiaries, and other companies under common control and ownership.
- **With Your Consent or at Your Direction.** We make personal information available to third parties when we have your consent or you intentionally direct us to do so.

We also disclose aggregated or de-identified information that cannot reasonably be used to identify you. We maintain and use this information only in a de-identified fashion and will not attempt to re-identify such information, except as permitted by law.

DATA RETENTION

We store personal information associated with your account for as long as your account remains active. If you close your account, we will delete personal information related to your account within 30 days; otherwise, we will delete this information after two years of account inactivity. There might be some latency in deleting information from our servers and back-up storage; and we may retain this information for longer if necessary to comply with our legal obligations.

We store other personal information for as long as necessary to carry out the purposes for which we originally collected it and for other business purposes explained in this Privacy Policy.

CHILDREN'S PRIVACY

Parents and guardians who are the primary TrendLife account holder can create profiles under their account for a child who is under 13 years of age so that their child can use the TrendLife App. This section of our Privacy Policy explains how Trend Micro collects, uses, and shares personal information in connection with such children's profiles, which we only do as described below with a parent or guardian's verifiable parental consent.

Collection. To create your child's profile associated with your account, we collect your child's first and last name, date of birth, password, email address, and the general location of your child's device (such as city and state). Through your child's use of the TrendLife App, we may also collect the content of your child's conversations with Kaleida, including text and any images or files your child uploads, including any images of your child should your child choose to provide any; audio files containing your child's voice if your child chooses to speak to Kaleida; addresses your child inputs into our navigation feature; information we derive about your child; information about how your child accesses and uses the TrendLife App, including data about the device and network they use (e.g., hardware, operating system version, mobile network, IP address, browser type, unique device identifiers, and app version), access dates and times, and their activity on the TrendLife App (such as pages viewed, and links clicked); and information about your child's interactions with the TrendLife App to help us understand and improve the TrendLife App.

Use. We use your child's information to operate and provide our Service, such as responding to a child's interactions with the TrendLife App, including Kaleida, to prepare a weekly summary of your child's engagement with Kaleida that we provide to you as the parent or guardian and primary account holder and, where enabled, to support calendar scheduling and other integrated services. We do not use your child's information for behavioral advertising and we do not offer functionality for your child to make their information public through the TrendLife App.

Data Sharing. We share weekly summaries of your child's progress, focused on general habits and learning engagement, with you as the parent. You or other members of your TrendLife family also may ask Kaleida for information about your child's use of the app or conversations with Kaleida. We may also share information collected from your child with other parties in the following circumstances:

- **Vendors and Service Providers.** We use trusted vendors and service providers to process information on our behalf and only on our instructions — for example, the AI model provider(s) that generate Kaleida's responses, and providers that operate our technical infrastructure, and analytics providers that help us operate, understand, and improve the TrendLife App. These providers may use your child's information only as necessary to deliver these services to us and are contractually prohibited from using it for any other purpose. We remove certain personal identifiers from your child's conversations with Kaleida, should a child include them (e.g., last name, email address,

phone number, date of birth) before they are sent to a large language model for processing.

- **Integrated Services.** If you enable connected services, such as Google Calendar, Kaleida shares information necessary to carry out your child's requests to those services.
- **Legal Requirements and Safety.** We may share your child's information where we believe we are required to do so by law or legal process—such as to comply with a court order, subpoena, or regulatory or law-enforcement request—or where we believe disclosure is necessary to protect the rights, property, or safety of your child, our users, the public, or Trend Micro.
- **Corporate Transactions.** If we sell or transfer all or part of our business, or negotiate to do so, we may share your child's information with the actual or prospective buyer in connection with that transaction.

Retention and deletion. We keep personal information collected from your child only for as long as is reasonably necessary to fulfill the specific purpose for which it was collected. We delete your child's conversations with Kaleida within 30 days. We retain inferences and learnings from the conversations for longer in order to support the functionality of the TrendLife App's features. If you close your child's profile, we will delete personal information related to your child's profile within 30 days or if you delete the parent's account that their profile is tied to. In addition, we will delete this information after two years of inactivity. Note that with all the time frames referenced here, there might be some latency in deleting information from our servers and back-up storage; and we may retain information for longer if necessary to comply with our legal obligations.

Parental rights. As your child's parent or legal guardian, you may at any time seek to review the personal information we have collected from your child, refuse to permit any further collection or use of that information, and direct us to delete it by contacting us at alloftrendlifekaleidamkt@trendmicro.com

■ Please note that if you delete certain information or refuse to permit further collection or use of your child's information, we may no longer be able to provide Learning Buddy to your child.

For more information on how we handle information of users of the TrendLife App generally, please review the other sections of this Privacy Policy, and if you have any questions about how we handle your child's personal information, please contact us at alloftrendlifekaleidamkt@trendmicro.com.

YOUR CHOICES

Account Information

You can access, correct, and delete certain information stored within your Trend Micro account at any time by logging in and navigating to the settings menu. At any time, you may delete shared summaries from your family group. You may also leave your family group and delete data, and delete your chat history.

Communications Preferences

You may opt out of receiving text messages or promotional emails from Trend Micro by following the instructions in those communications or by managing your communication preferences in your account

settings menu. If you opt out, we may still send you non-promotional emails, such as those about your account.

Mobile Push Notifications

With your permission, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

ADDITIONAL INFORMATION FOR SPECIFIC JURISDICTIONS

Individuals Residing in Certain U.S. States

Certain U.S. states have enacted privacy laws that grant their residents certain rights and require specific disclosures (“*State Privacy Laws*”). If you reside in California, Colorado, Connecticut, Delaware, Indiana, Iowa, Kentucky, Maryland, Minnesota, Montana, Nebraska, New Hampshire, New Jersey, Oregon, Rhode Island, Tennessee, Texas, Utah, or Virginia, this section applies to you. This section also serves as our California notice at collection.

Additional Disclosures

Our Privacy Policy explains how we [collect](#), [use](#), and [disclose](#) information about you. As required by certain State Privacy Laws, we use the tables below to explain this same information.

Use and Disclosure of Personal Information for Business Purposes

<i>Category of Personal Information</i>	<i>Use of Personal Information</i>	<i>Categories of Recipients</i>
Identifiers (such as name, email address) Demographic data (such as age) Inferences Sensitive data (such as information relating to a known child)	● Provide, maintain, and improve our Services; ● Develop new products and services; ● Personalize and improve your experience with us; ● Communicate with you; ● Monitor and analyze trends, usage, and activities in connection with our products and services; ● Detect, investigate, respond to, prosecute, and help protect against security incidents and other malicious, deceptive, fraudulent, or illegal activity, and help protect the rights and property of Trend Micro and others; ● Comply with our legal and financial obligations;	● Vendors and Service Providers that assist us with hosting, fraud prevention, customer service, analytics, and marketing and advertising. ● Other Users. When you communicate with Kaleida through the Services, we may disclose some of the information derived from those interactions with other family members that use the TrendLife App. ● Integration Partners. If you choose to use integrations we offer on our Services, such as the calendar integration with Google, we provide certain information to the integration partners.

	• Create de-identified and aggregate data that cannot reasonably be linked to you; and • Carry out any other purpose described to you at the time the information was collected.	
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While we collect information that is considered “sensitive” under State Privacy Laws, we do not use or disclose sensitive personal information for the purpose of inferring characteristics about you.

As described in the [Collection of Information](#) section above, we collect personal information from various sources, including directly from you, automatically when you access or use our Services, and from third-party sources.

We retain personal information [as described above](#).

Sales, Sharing, and Targeted Advertising Activities

We do not disclose personal information to show you targeted ads on third-party properties or otherwise engage in “sales,” “sharing,” or use of personal information for “targeted advertising” under State Privacy Laws. As such, we do not engage in sales, sharing, or targeted advertising using personal information about consumers we know to be under the age of 18.

Your Rights under State Privacy Laws

Access, Correction, and Deletion

You have the right to (1) request to know more about and access your personal information, including in a portable format, (2) request deletion of your personal information, and (3) request correction of inaccurate personal information. Residents of Connecticut, Minnesota, Oregon, and Rhode Island may also request a list of third parties to whom we have disclosed personal data.

To make any of these requests, call 1-800-864-6027 or email us at privacy@trendmicro.com. To authenticate your request, we may ask you for information related to your interactions with us.

Nondiscrimination

We will not discriminate against you for exercising your privacy rights.

Appeals

If we deny your request, you may appeal our decision by contacting us at 1-800-864-6027 or email us at privacy@trendmicro.com. If you have concerns about the result of an appeal, you may contact the attorney general in the state where you reside.

Authorized Agents

If you reside in California, you may also designate an authorized agent to submit an access, deletion, or correction request on your behalf. We may ask authorized agents to submit proof of their authority to make a request, such as a valid power of attorney or proof that they have signed permission from the consumer who is the subject of the request. In some cases, we may contact the individual who is the

subject of the request to verify such individual's own identity or confirm the authorized agent has permission to submit the request. If you are an authorized agent seeking to make an access, correction, or deletion request on behalf of a California resident, please call 1-800-864-6027 or email us at privacy@trendmicro.com.

International Transfers

Trend Micro is based in the United States, and we and our service providers process and store personal information on servers located in the United States and other countries. Whenever we make restricted international transfers of personal information, we take steps to ensure that your personal information receives an adequate level of protection (by putting in place appropriate safeguards, such as contractual clauses) or ensure that we can rely on an appropriate derogation under data protection laws. Where relevant, you may request access to any safeguard which we use to transfer your personal information outside of the European Economic Area, the United Kingdom, or Switzerland (although we may need to redact data transfer agreements for confidentiality reasons).

CONTACT US

If you have questions about this Privacy Policy, please contact us at privacy@trendmicro.com.