

Privacy Policy

Last updated: July 21, 2026

The short version

- Lux works by reading your messages, so we collect and store your conversations, what you send Lux and what Lux sends you, along with your phone number and anything you share with it.
- We use that information to run your personal Lux, give it memory and context, keep the Service safe, provide support, and improve and train Lux and our AI.
- To make Lux work, your messages are processed by third-party AI and infrastructure providers acting on our behalf.
- Access to conversation content is restricted to authorized personnel and limited to what is necessary to operate, secure, support, and improve the Service.
- **We do not sell your personal information.** If that ever changes, we will give you the notice and choices the law requires before it does.
- You can stop messages anytime (reply **STOP**) and ask us to delete your data (email privacy@textlux.com).
- This summary is for convenience. The full policy below controls.

This Privacy Policy explains how **Oswald LLC**, a Wyoming limited liability company doing business as Lux (“Oswald,” “we,” “us,” or “our”), collects, uses, shares, and protects information in connection with Lux, the AI assistant you reach by text message, and the website textlux.com (together, the “Service”). It is part of, and incorporated into, our Terms of Service. By messaging Lux or using textlux.com, you agree to this Policy.

1. Information we collect

Information you provide by using Lux

- **Your phone number** and the messaging channel you use (iMessage, RCS, or SMS), which we receive from you and our messaging provider when you text Lux.
- **Your conversations.** Lux is a messaging assistant, so the content of your messages and Lux’s replies is the core of what we process and store.
- **Anything you share with Lux**, such as files, images, links, names, preferences, and details about your tasks, including any information you choose to give it about yourself or others, or any account or credential you direct it to use.
- **Things Lux creates for you**, such as generated files, documents, sites, reminders, and the memory and context Lux keeps so it can stay helpful over time.

Information we collect automatically

- **Usage and delivery data**, such as timestamps, message delivery and read status, the line you contacted, session and provisioning events, and similar operational metadata.
- **Logs and AI-processing records**, meaning technical logs and records of the AI model calls made to serve you, including the prompts, messages, and tool results involved in producing a response. We use these to operate, debug, secure, and improve the Service.
- **Website data**, meaning basic, largely anonymous information from visits to textlux.com (such as page requests and approximate location from your IP), handled by our hosting/CDN provider.

To give Lux memory and to operate, secure, and improve the Service, we currently retain full conversation history and detailed processing records. We may adopt shorter or sampled retention over time, and you can ask us to delete your data at any point (see Section 7).

2. How we use information

We use the information above to:

- run your personal Lux: provision your environment, read and respond to your messages, and carry out the tasks you ask for;
- give Lux memory and context so it stays helpful across your conversations;

- operate, maintain, and secure the Service, including troubleshooting, preventing abuse and fraud, and enforcing our Terms;
- provide support and respond to your requests;
- improve, develop, and train the Service and our AI systems. For example, we may use the content of your conversations and how Lux performs to evaluate and refine Lux's behavior and prompts, to train and improve our AI features, and to develop new ones; and
- comply with the law and protect the rights, safety, and property of our users, the public, and us.

3. Access controls

Access to conversation content and processing records is restricted to authorized personnel and permitted only for legitimate operational purposes: provisioning and running the Service, diagnosing and fixing problems, protecting against abuse and security threats, providing support you request, and improving how Lux works. Access is limited to what is reasonably necessary for those purposes. We do not review conversations for advertising, and we do not sell them (see Section 6).

4. Cookies and website analytics

textlux.com is a simple static site and does not require you to log in. It may use minimal, privacy-respecting analytics and the standard request logging provided by our hosting/CDN provider to understand traffic and keep the site working. The core Lux experience happens in your messaging app, not on the website.

5. How we share information (service providers)

We do not share your personal information except as described here. To deliver the Service, we rely on third-party providers that process information on our behalf and under contract, including:

- **Messaging providers** that send and receive your texts (for example, our iMessage/SMS/RCS delivery partners);
- **Cloud and hosting providers** that run the per-user computing environments, the website, and our databases and storage;
- **AI model providers** that generate Lux's responses. To produce a reply, the relevant parts of your conversation are sent to these providers (which may include providers such as OpenAI, Anthropic, and others we route to). We work to engage providers under terms that restrict use of your content to serving you and that do not permit them to train their public models on it; their handling is governed by their own terms; and
- **Supporting tools** for error monitoring, infrastructure, and similar operational needs.

We may also share information: (a) to comply with the law or valid legal requests, or to protect rights, safety, and security; (b) with services you direct Lux to use on your behalf; and (c) in connection with a merger, acquisition, financing, or sale of assets, in which case information may be transferred as part of that transaction. In that event, we will require the recipient to honor this Policy or give you the notice and choices described below.

6. We do not sell your personal information

We do not sell your personal information, and we do not share it for cross-context behavioral advertising.

If we ever decide to use or share your information in a materially different way, including any use that would be a "sale" or "sharing" of personal information under applicable law, we will update this Policy, notify you in advance through the Service (for example, by text message or by posting on textlux.com), and provide the notices, consent, and opt-out choices that the law requires before that change applies to you. You do not need to take any action to keep our current commitment; it stays in effect unless and until we make and announce such a change.

7. Your choices and rights

- **Stop messages.** Reply STOP at any time to stop receiving texts (or REMOVE if you are on our waitlist). Reply HELP for help.
- **Access and deletion.** You can ask us for a copy of your information, or ask us to delete your account and associated data, by emailing privacy@textlux.com from or referencing your phone number so we can verify your request.
- **Correction.** You can ask us to correct inaccurate information about you.

U.S. state privacy rights. Depending on where you live (for example, California under the CCPA/CPRA, and other states with similar laws), you may have the right to know what personal information we hold about you, to request its deletion or correction, to opt out of any “sale,” “sharing,” or targeted advertising, and not to be discriminated against for exercising these rights. We do not sell or share personal information or use it for targeted advertising (see Section 6). To exercise any right, contact privacy@textlux.com. You may use an authorized agent, and you may appeal a decision by replying to our response.

8. Data retention

We keep your information for as long as your Lux is active and as needed for the purposes in this Policy: to provide continuity and memory, to secure and improve the Service, and to meet legal obligations. As noted above, we currently retain full conversation history and may adopt shorter or sampled retention over time. When you ask us to delete your data, or after a period of inactivity, we will delete or de-identify it, except where we must retain certain records for legal, security, or backup reasons, which we then delete on a rolling basis.

9. Security

We use reasonable administrative, technical, and organizational measures to protect your information, including access controls and encryption in transit. No method of transmission or storage is completely secure, however, and we cannot guarantee absolute security. You play a part too: keep your device and messaging account secure, and be thoughtful about the sensitive information you share with Lux or direct it to act on.

10. Children

The Service is not directed to children under 13, and you must be at least 13 to use it. If you are under 18 (or the age of majority where you live), you may use the Service only with the consent and involvement of a parent or guardian. We do not knowingly collect personal information from children under 13. If you believe a child under 13 has used the Service, contact us at privacy@textlux.com and we will delete the information.

11. Where we operate

We are based in the United States and process information in the United States. If you access the Service from outside the U.S., you understand that your information will be processed in the U.S., where privacy laws may differ from those where you live.

12. Changes to this Policy

We may update this Policy from time to time. If we make material changes, including any change to how we use or share your information, we will provide notice through the Service (for example, by text message or by posting on textlux.com) and update the “Last updated” date above. Changes take effect when posted, except where the law requires your consent or an advance opt-out first (see Section 6).

13. Contact us

If you have questions about this Policy or want to exercise your privacy rights, contact:

Oswald LLC d/b/a Lux 30 N Gould St, Ste R, Sheridan, WY 82801 Email: privacy@textlux.com