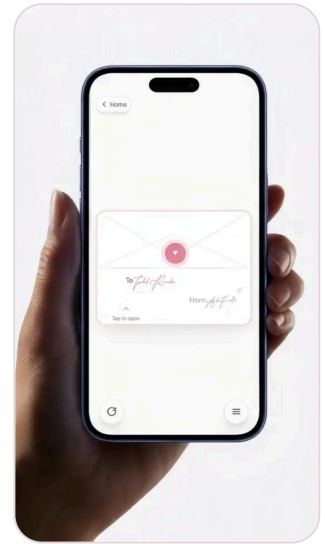




2LUV

2luv Complete Legal and Privacy Document

A detailed print-ready document about 2luv use, privacy, cookies, consent, copyright and user responsibilities.



Document metadata

SERVICE

2luv

DOCUMENT TYPE

General 2luv policy and use document

LANGUAGE

en-US

READING DIRECTION

LTR

GENERATED ON

June 18, 2026

SCOPE

Terms of Service, Privacy Policy, Cookie Policy, Copyright, storage technologies and consent controls used by 2luv.

CONTACT

contact@2-luv.com

COOKIE AND CACHE INVENTORY

June 17, 2026

2luv overview

2luv lets people create digital letters and gifts with text, photos, music, shareable links and visual features. This document consolidates the public policies so users can understand responsibilities, privacy, cookies, copyright, payments, security and consent choices.

The information below is generated from the currently published localized legal content and from the technical inventory of cookies, local storage, caches and embeds used by 2luv.

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Included policies

Terms of Service — 2luv Terms & Conditions

Please read these terms before using 2luv.

Last Updated: January 3, 2026

Privacy Policy — Data Protection & Privacy

Understand how we collect, use, and protect your personal information.

Last Updated: January 1, 2026

Cookie Policy — Consent & Preferences

Learn how we use cookies, what types exist, and how you can manage your consent.

Last Updated: January 2, 2026

Copyright & Intellectual Property (DMCA)

This page explains how 2luv content, design, and software are protected and how to report unauthorized copies (including DMCA/takedown guidance when applicable).

Terms of Service — 2luv Terms & Conditions

Please read these terms before using 2luv.

January 3, 2026

2luv lets you create a digital love letter / gift (a "Gift") with text, photos, music, and a shareable link.

You control who you share your Gift link with. Important: if you do not enable password protection, anyone with the link can view the Gift content and images — be careful when sharing.

Public/showcase pages display only sample demo letters created by the 2luv team; your Gifts are not published there.

By using 2luv, you agree to these Terms and our Privacy Policy.

1. Acceptance and definitions

By accessing or using 2luv, you agree to these Terms and the Privacy Policy. If you do not agree, do not use the Service.

2luv is not directed to individuals under 18 years old (or the age of majority in your jurisdiction). We do not knowingly collect data from children or minors. If we become aware that a minor's data was collected without valid parental/legal guardian consent (when applicable), we will promptly delete such information.

In these Terms, "Gift" means the digital page/letter you create; "Content" includes text, images, photos, music/links and other data you provide; "Service" means the 2luv website and features.

2. What 2luv provides

2luv lets you create and share personalized Gifts (for example: love letters, tributes, birthdays, special dates), including features like text, photos, QR code/shareable link and visual customization.

Some features may depend on the plan you choose (for example, Gift duration/validity, premium themes and other premium features).

3. Creating, accessing, and sharing Gifts

You are responsible for the Content you upload and the information you include in a Gift (for example: names, messages, photos, dates and other details).

Access to a Gift happens through a shareable link. If you enable password protection, you are responsible for setting and keeping that password safe. We do not store the password in plain text (it is handled securely, e.g., hashed).

Important: if you do not enable password protection, anyone with the link can view the Gift content and images. Only share the link with people you trust.

Public/showcase pages display only sample demo letters created by the 2luv team; your Gifts are not published on those pages.

4. Your content and licenses

You retain ownership of your Content.

To operate the Service (hosting, storing, processing, displaying and delivering your Gift), you grant us a limited, non-exclusive, worldwide license to use your Content only as necessary to provide the Service and comply with legal obligations.

You represent that you have the rights and permissions required to publish the Content (for example: photos of other people, music, and copyrighted material).

4.1. Responsibility for user content

2 PROJECTS LTDA does not perform prior monitoring of messages and images sent by users. The User is solely and exclusively responsible for the content transmitted, ensuring they hold the necessary copyrights/permissions for the images and that the message does not violate honor-related laws (for example, defamation, slander, or insult) or third-party rights.

In simple words: you are the owner and the only responsible party for the photos and texts you upload. Make sure you have permission to use the images and that your message is respectful and lawful.

5. Privacy, cookies, and data

How we handle personal data (for example: email, optional phone number, IP/technical identifiers, and usage data) is described in our Privacy Policy.

We use cookies and similar technologies for site functionality, security, metrics and, when applicable, marketing/analytics. You can manage cookies in your browser settings, but some features may not work properly.

We may use third-party providers to host and operate the Service (for example: payments, storage, analytics), sharing data only as necessary and as described in the Privacy Policy.

International data transfers: to provide our global services, 2luv may transfer your personal data to other countries. In such cases, we apply robust safeguards such as Standard Contractual Clauses (SCCs) approved by the European Commission and measures aligned with Brazil's LGPD to ensure an equivalent level of data protection regardless of where processing occurs.

Data subject rights: regardless of your location, you may have the following rights, as applicable: Access and Confirmation (know whether we process your data); Rectification (correct incomplete or inaccurate data); Deletion/Erasure (request deletion, subject to legal limits); Data Portability (receive your data in a structured format to transfer to another service); Objection (object to processing based on legitimate interests or direct marketing). To exercise these rights, contact us at: contact@2luv.com.

6. Payments, plans, and access

Some 2luv features may require payment. Payments are processed by payment providers (e.g., Stripe) and may be subject to additional terms from those providers.

Prices may vary by currency/region and may include taxes when applicable. By completing a purchase, you authorize the charge and agree to provide valid payment information.

If you have billing or post-purchase access issues, contact support so we can review your case.

7. Acceptable use and prohibited content

You agree not to use 2luv for illegal, deceptive, abusive, offensive, discriminatory, harassing activities, or to infringe third-party rights.

You must not publish or share content that infringes copyrights/trademarks, violates privacy, includes sensitive personal data without permission, or contains malware/spam.

8. Moderation, removals, and suspension

We may remove or restrict Gifts/Content that violate these Terms, create risk to the Service, or when required by law.

You may delete your Gift when this option is available in the product. Deletion may not immediately remove security/backup copies, which are retained only as needed for integrity and legal purposes.

We may suspend access in cases of abuse, fraud, violations of these Terms, or to protect the platform and other users.

9. Availability and limitations

We work to keep the Service available and secure, but we do not guarantee uninterrupted or error-free operation. The Service may undergo maintenance, downtime, and feature changes.

To the maximum extent permitted by applicable law, 2luv is not liable for indirect, incidental, consequential damages or lost profits arising from your use (or inability to use) the Service.

9.1. Governing law and venue

These Terms are governed by the laws of the Federative Republic of Brazil.

For users located in Brazil, the chosen venue is the courts of the District of Imperatriz, State of Maranhão, Brazil.

For international users, disputes may be resolved in accordance with consumer protection rules in your local jurisdiction, with priority given to amicable resolution through 2luv support channels.

In simple words: we aim to resolve issues amicably first; if not possible, legal rules and venue may vary depending on your jurisdiction and applicable law.

10. Contact

For questions, privacy requests, reports, and support, please contact us via the contact page.

Privacy Policy — Data Protection & Privacy

Understand how we collect, use, and protect your personal information.

January 1, 2026

At 2luv, we use your data to create and deliver your Gift and to process payments (via Stripe). If you accept marketing/analytics cookies, we also use measurement technologies (pixels/tags) to understand campaign performance and conversion attribution. You can change your consent at any time.

Public/showcase pages display only sample demo letters created by the 2luv team.

1. Who we are and scope

This Privacy Policy explains how 2luv collects, uses, and shares personal data when you use our website and services (for example, when you create, view, and share a Gift, or when you complete a purchase).

Access and sharing: Gifts are accessed via a link. If you share that link (and especially if there is no password), anyone with the link can view the Gift content and images.

Public/showcase pages display only sample demo letters created by the 2luv team.

"Personal data" refers to information that identifies you directly or that may identify you indirectly when combined with other data (for example, online identifiers and usage data).

2. What data we collect

Data you provide: information submitted when creating a Gift (for example, name, email, phone number (if provided), and the Gift content, including messages and any media you upload).

Payment data: payments are processed by providers such as Stripe. We generally do not store full card details; we receive what we need to confirm the transaction and unlock access (for example, payment status, currency/amount, and session/order identifiers).

Usage and technical data: we may collect information such as IP address, browser/device type, pages visited, timestamps, error logs, and similar information for security, fraud prevention, and service improvement.

Marketing/attribution identifiers (when permitted): we may record campaign and click parameters (for example, UTM, gclid/fbclid/ttclid/epik) and identifiers associated with cookies/pixels (for example, _fbp/_fbc/_ttp/_epik) to measure performance and attribute conversions.

3. How we use your data

Service delivery: create, host, render, and make your Gift available, including core product functionality.

Payments and access: process purchases, verify payments, meet accounting/financial obligations, and unlock paid features.

Support and communications: respond to requests, investigate issues, and maintain support records.

Security and fraud prevention: monitor abusive behavior, protect sessions, detect suspicious activity, and maintain platform integrity.

Measurement and marketing (with consent, when applicable): measure campaigns, attribute conversions, and avoid duplicate reporting between client-side and server-side events.

4. Legal bases (where applicable)

Depending on your location, we may process personal data based on: (i) contract performance (to provide the Gift and paid features), (ii) legal obligations (for example, financial recordkeeping), (iii) legitimate interests (for example, security, fraud prevention, and improving the service, balanced against your rights), and (iv) consent (for example, marketing/analytics cookies and pixels where required).

You can withdraw your consent at any time, without affecting the lawfulness of processing carried out before withdrawal.

5. Cookies, local storage, and similar technologies

We use cookies and local storage to operate the site and remember preferences.

Essential: used for security, core site operation, and to remember your consent choice (consent cookie).

Optional (configurable in the banner): - Analytics: helps us understand site usage and performance (statistics). - Ads measurement: helps measure campaigns and conversions. - Ad user data: allows sending user data to improve conversion measurement (where applicable). - Ad personalization: allows remarketing/personalized ads.

For Google signals, we use Google Consent Mode v2: optional signals start as denied by default and are only updated after your choice. You can change your consent at any time.

You can delete cookies and local data in your browser settings. Note that some features may rely on them to work correctly.

6. Advertising, pixels, and conversions (client and server)

If you provide consent, we may load advertising measurement technologies such as Google Tag/Ads, Meta Pixel, Pinterest Tag, and TikTok Pixel to record page views and events and understand campaign performance.

In addition to browser-based tracking, we may also send server-side conversion events (for example, after payment confirmation via webhooks) to those platforms for measurement and attribution. These events may include technical and attribution identifiers (for example, click parameters and pixel cookies) and, where applicable, pseudonymized data (for example, hashed email/phone) to improve matching.

We do not sell your personal data. We use these events primarily for measurement and to reduce duplicates (deduplication) between client and server events.

7. Who we share data with

Service providers: we may share data with vendors that help us operate 2luv (for example, hosting/infrastructure, payment processing such as Stripe, and support tools), only as necessary to deliver the service.

Measurement/ads partners (with consent, where applicable): we may share identifiers and conversion events with advertising platforms for measurement and attribution.

Legal and protection: we may disclose data when required by law or to protect rights, safety, and prevent fraud/abuse.

8. Data retention

We keep data for as long as needed to fulfill the purposes described in this policy, including legal compliance, dispute resolution, and security.

Some product cookies may last up to 1 year. Financial records may be retained longer where required by law.

9. Your rights and choices

You can: (i) manage cookies and withdraw consent in your site/browser settings, (ii) request access, correction, deletion, or portability (where applicable), and (iii) object to or restrict certain processing (where applicable).

To exercise your rights, contact us. You may also have the right to lodge a complaint with a data protection authority, depending on your location.

10. Security

We apply reasonable technical and organizational measures to protect your data. However, no system is 100% secure; we recommend using trusted devices and networks when accessing 2luv.

11. International transfers

Our providers and partners may operate in different countries. Where international transfers occur, we use appropriate safeguards required by applicable law (for example, standard contractual clauses and risk assessments) to protect your information.

12. Children

2luv is not intended for children. If you believe a child has provided personal data to us, contact us so we can take appropriate action.

13. Changes to this policy

We may update this Privacy Policy from time to time. The most recent version will be available on this page, and the effective date will be updated when relevant changes occur.

Cookie Policy — Consent & Preferences

Learn how we use cookies, what types exist, and how you can manage your consent.

January 2, 2026

1. What cookies are and how we use them

Cookies are small text files stored by your browser when you visit a website. They help remember preferences, keep essential features working, and—when you allow it—measure performance and campaign effectiveness.

At 2luv, we use cookies mainly to: (a) remember your consent, (b) provide features and security on some pages (e.g., password-protected content), and (c) when authorized, measure usage and conversions.

2. Types of cookies used and purpose

Necessary: essential for security and basic functionality (e.g., remembering consent and authenticating protected content).

Functional: improve your experience and help navigation (e.g., remembering the last accessed content).

Preferences: store choices like language.

Analytics: help measure and understand site usage (statistics), when enabled.

Marketing: help measure campaigns and conversions, when enabled.

3. How we collect your consent and how long it is stored

When you access 2luv, we show a cookie banner so you can accept, reject, or customize your preferences (e.g., Analytics and Marketing).

Your choice is stored so we can respect it on future visits. In general, we keep the record for up to 12 months (it may vary depending on browser settings). In some cases, we also use the browser's localStorage to store preferences.


4. How you can refuse cookies

You can refuse optional cookies directly in the banner by clicking Reject or by disabling categories in Customize.

You can also manage cookies in your browser settings (block, delete, or limit). If you delete cookies, some preferences may be reset.

5. Which cookies are used

The list below includes first-party cookies (set by 2luv) and cookies/identifiers that may be set by third-party services (Analytics/Ads). Some names and durations may vary depending on the provider and browser.

Technology	Category	Owner	Name	Purpose	Duration	Domain	Consent mode	Cleanup
Cookie	Necessary	2luv-ui	cookie-consent	Stores your consent choice (including Consent Mode preferences) so we can respect your selections in future visits.	12 months			
Cookie	Necessary	2luv-ui	2luv-locale / NEXT_LOCALE 	Keeps the service in the correct language, date format and reading direction for this browser.	12 months			

Technology	Category	Owner	Name	Purpose	Duration	Domain	Consent mode	Cleanup
Cookie	Necessary	2luv-ui	2luv-region / user-region (legacy cleanup)	Keeps pricing, currency, plan availability and regional routing consistent for this browser.	12 months			
Cookie	Functional	2luv-api	created_gifts	Helps remember gifts/letters created in this browser (e.g., quick recovery and navigation convenience).	180 days			
Cookie	Functional	2luv-api	last_accessed_gift	Helps quickly resume the last gift/letter accessed in this browser.	30 days			
Cookie	Necessary	2luv-api	device_id	Security cookie (httpOnly) used to identify the device/browser and help protect access and sensitive operations.	12 months			
Cookie	Necessary	2luv-api	gift_auth_{giftId}	Authentication cookie (httpOnly) used to keep access to password-protected letters and allow authorized actions related to that content.	30 days			
Cookie	Analytics	Google	_ga / _ga_*	Google Analytics: helps understand site usage (aggregated statistics), performance, and navigation, respecting Consent Mode.	up to 13 months			
Cookie	Marketing	2luv	_fbp	Meta (Facebook/Instagram): conversion measurement and ad performance.	up to 3 months			
Cookie	Marketing	2luv	_fbc	Meta (Facebook/Instagram): stores a click identifier (when available) for attribution and conversion measurement.	up to 3 months			
Cookie	Marketing	2luv	_ttp	TikTok: conversion measurement and ad performance.	up to 13 months			
Cookie	Marketing	2luv	ttclid (parameter/identifier)	TikTok: click identifier used for attribution (may be stored by the provider).	variable			

6. How to exercise your rights

You can request information and exercise your privacy rights (for example: confirmation of processing, access, correction, anonymization, portability, deletion, and withdrawal of consent), when applicable, by contacting us.

Contact channel: contact@2-luv.com.

7. Changes and modification date of the Cookie Policy

We may update this Cookie Policy to reflect changes in our services, technologies, or legal obligations. When there are relevant changes, we will update the "Last updated" date at the top of this page.

Consent categories

2luv uses internal consent categories aligned with Google Consent Mode V2.

Category	Purpose	Consent Mode V2	Choice
Necessary	Security, essential operation, draft recovery and protected access.	security_storage	Always on
Preferences	Language, region, theme and interface choices.	functionality_storage, personalization_storage	Optional
Analytics	Aggregate usage and performance measurement when allowed.	analytics_storage	Optional
Marketing and embeds	Campaign attribution, conversions and third-party media previews when allowed.	ad_storage, ad_user_data, ad_personalization	Optional

Copyright & Intellectual Property (DMCA)

This page explains how 2luv content, design, and software are protected and how to report unauthorized copies (including DMCA/takedown guidance when applicable).

Plagiarism notice

Copying, reproducing, cloning, or imitating 2luv (including layout, visual identity, copy/text, features, user flows, and/or code) without authorization is prohibited.

We may take appropriate administrative and legal actions, including takedown requests under applicable laws (e.g., DMCA, when relevant) and other measures to protect our intellectual property.

1. Intellectual Property

All 2luv content (including text, materials, trademarks, layout, visual identity, design, and overall "look and feel"), as well as the software behind the platform (code, APIs, components, logic, databases, and flows), is protected by copyright and other intellectual property laws.

Unless expressly authorized in writing, you may not copy, reproduce, modify, distribute, republish, reverse engineer, create derivative works from, or commercially exploit any part of 2luv.

2. Reporting infringement or plagiarism

If you believe your content (or ours) is being used without authorization, gather evidence (links/URLs, screenshots, dates, identifiers, and a clear description of what was copied).

Send your report with as much detail as possible to the email below. When applicable, we may submit takedown requests to the relevant providers, platforms, and/or marketplaces.

3. DMCA (takedown procedure — when applicable)

The DMCA (Digital Millennium Copyright Act) is a U.S. law that provides a formal process for removing infringing content from online services. Even if you are not in the U.S., some platforms and hosting providers follow this process.

A DMCA notice typically includes: identification of the copyrighted work; identification of the allegedly infringing material (with URL); your contact information; a good-faith statement; and a statement under penalty of perjury that the information is accurate and that you are the owner (or authorized to act on behalf of the owner).

Contact for reports / DMCA

Email: contact@2-luv.com: Include links, screenshots, and dates to speed up review.