



# Privacy Policy

Kuwait's AI-Powered Story Writing Competition for Young Writers

Effective Date: 28 May 2026

Organized by EKANI AI Consultancy

**Important:** SCRIBLY is designed for children and students. Registration and participation must be completed by, or with the consent of, a parent or legal guardian. This Privacy Policy explains what information we collect, why we collect it, how we use it, and the rights available to parents/guardians and participants.

## 1. Introduction

SCRIBLY is an AI-powered story writing competition for students, created to encourage creativity, writing, imagination, and responsible use of technology. This Privacy Policy applies to all participants, parents/guardians, visitors, schools, sponsors, partners, volunteers, judges, and users who interact with SCRIBLY through its website, registration forms, communication channels, events, and related services.

By registering for SCRIBLY, submitting a story, attending an event, or communicating with us, you confirm that you have read and understood this Privacy Policy. Where the participant is below the age of 18, the parent or legal guardian is responsible for reviewing and accepting this Privacy Policy on behalf of the child.

## 2. Who We Are

SCRIBLY is operated by EKANI AI Consultancy, with operations connected to Kuwait and the UAE. For the purpose of this Privacy Policy, "SCRIBLY," "we," "our," or "us" refers to the organising team responsible for registration, competition administration, communication, judging, prize coordination, event management, and publication of selected competition outcomes.

### 3. Information We May Collect

We may collect the following categories of personal information:

- Participant information: student name, age, date of birth or age group, school name, grade/class, nationality where required for competition administration, and category/track entered.
- Parent/guardian information: parent/guardian name, phone number, email address, relationship to the participant, and consent confirmation.
- Submission information: story title, written story, selected genre/theme, supporting notes, uploaded files, and any edits or communications related to the submission.
- Media and event information: photographs, videos, voice recordings, event attendance records, winner announcements, certificates, prize photos, and social media or website features related to SCRIBLY.
- Payment and registration information: registration confirmation, transaction reference, payment status, and related invoice or receipt details. We do not intentionally store complete card or banking details unless processed through authorised payment providers.
- Technical information: IP address, device/browser details, website usage data, cookies or analytics data, form submission timestamps, and security logs.

### 4. Information About Children

Because SCRIBLY is intended for young participants, we take children's privacy seriously. We collect children's information only where it is necessary to run the competition, process submissions, communicate with parents/guardians, evaluate stories, provide certificates or prizes, and showcase selected winners where consent has been provided.

A parent or legal guardian must provide consent before a child participates. Parents/guardians may contact us to review, correct, restrict, or request deletion of their child's personal information, subject to reasonable verification and legal or administrative requirements.

### 5. How We Use Personal Information

We may use personal information for the following purposes:

- To register participants and confirm eligibility by age group or category.
- To communicate with parents/guardians about registration, submission guidelines, deadlines, judging, events, certificates, and prizes.
- To receive, organise, review, judge, and shortlist story submissions.
- To create certificates, trophies, winner lists, prize records, and competition communications.
- To transform selected winning stories into AI-assisted animated short films, promotional clips, or showcase materials.
- To publish approved participant achievements, winner names, stories, photos, videos, or animated outputs on SCRIBLY, ACADEMEA, EKANI, partner, sponsor, or event channels.
- To manage sponsorship visibility, event logistics, award ceremonies, and public announcements.
- To maintain website security, prevent misuse, handle disputes, respond to enquiries, and improve the SCRIBLY experience.

## 6. Legal Basis and Consent

Where required, we rely on parent/guardian consent to collect and use information about children. We may also process information where it is necessary to provide the competition service, communicate important updates, comply with applicable laws, protect our rights, prevent fraud, or maintain the safety and integrity of the competition.

Consent for participation is separate from consent for wider marketing use. Parents/guardians may request that a child's image, full name, or identifiable details not be used in promotional materials, subject to practical limitations where content has already been printed, published, or distributed.

## 7. Story Submissions and Creative Content

All story submissions must be original and appropriate for the participant's age category. Submitted stories may contain personal views, creative characters, names, places, or details. Participants and parents/guardians should avoid including sensitive personal information, private family details, home addresses, medical details, financial information, or any confidential information inside the story submission.

By submitting a story, the parent/guardian grants SCRIBLY permission to store, review, judge, edit for formatting, showcase, and use the submitted story for competition-related purposes. Selected stories may be adapted into AI-assisted animated short films or other creative outputs, while preserving the core idea of the story as far as reasonably possible.

## 8. AI Tools and Third-Party Technology

SCRIBLY may use AI tools, creative software, animation tools, cloud storage platforms, form tools, payment providers, communication tools, analytics tools, and other technology platforms to operate the competition. These tools may process limited information necessary to provide the service.

We will take reasonable steps to avoid submitting unnecessary personal data into AI tools. However, story content and selected creative material may be processed by AI or creative platforms for animation, editing, visual generation, formatting, or related production purposes.

## 9. Sharing of Information

We do not sell children's personal information. We may share information only where necessary with:

- Internal SCRIBLY, ACADEMEA, and EKANI team members involved in administration, judging, design, production, communication, and event management.
- Judges, mentors, volunteers, trainers, or reviewers appointed for the competition.
- Schools, institutes, venues, sponsors, or partners, only where required for event coordination, prize distribution, sponsorship benefits, or agreed publicity.
- Technology vendors, payment processors, hosting providers, email/SMS/WhatsApp communication tools, design platforms, and analytics providers used to operate SCRIBLY.
- Legal, regulatory, or government authorities where disclosure is required by law, court order, safety concern, or legitimate protection of rights.

## 10. Photos, Videos, Certificates, and Publicity

SCRIBLY events may involve photography, videography, winner announcements, certificate distribution, interviews, social media coverage, sponsor visibility, and media highlights. With appropriate consent, we may use photographs, videos, participant names, school names, story titles, certificates, prize moments, and selected animated outputs for competition documentation, publicity, social media, website content, sponsor reports, and future promotional material.

Parents/guardians who do not want their child to appear in identifiable publicity material should inform SCRIBLY in writing before the relevant event or publication.

## 11. Data Security

We use reasonable administrative, technical, and organisational measures to protect personal information against unauthorised access, loss, misuse, alteration, or disclosure. These measures may include restricted access, password protection, secure storage, limited sharing, and use of trusted service providers.

No online platform or digital transmission is completely secure. Parents/guardians and participants should use caution when submitting information online and should avoid sharing unnecessary sensitive information.

## 12. Data Retention

We retain personal information only for as long as reasonably necessary for competition administration, judging, prize distribution, certificates, communication, event records, legal compliance, dispute handling, reporting, and archival purposes.

Story submissions, winner records, photos, videos, animated outputs, and promotional materials may be retained for longer where they form part of SCRIBLY's competition history, public showcase, sponsor documentation, or creative archive, unless deletion is requested and reasonably possible.

## 13. Parent/Guardian Rights

Parents/guardians may contact us to:

- Request access to personal information held about their child.
- Correct inaccurate or incomplete information.
- Withdraw consent for future promotional use of identifiable photos, videos, or personal details.
- Request deletion of information, subject to legal, administrative, technical, or competition-record limitations.
- Ask questions about how their child's data is used in relation to AI tools, publication, or event publicity.

## 14. Cookies, Website Analytics, and Online Forms

SCRIBLY websites, landing pages, and online forms may use cookies, analytics pixels, form tracking, or similar technologies to measure website performance, improve user experience, monitor registrations, and protect against misuse. Users may manage cookies through browser settings, although disabling cookies may affect website functionality.

## 15. International Data Processing

Some service providers used by SCRIBLY may store or process information outside Kuwait. By registering or submitting information, parents/guardians understand that data may be processed through trusted platforms located in other countries, subject to their respective security and privacy practices.

## 16. Marketing Communications

We may send parents/guardians updates about SCRIBLY, ACADEMEA programmes, related student workshops, results, events, or future competitions. Recipients may request to stop receiving promotional communications at any time. Important competition-related messages may still be sent where necessary for administration or safety.

## 17. Links to Third-Party Websites

SCRIBLY communications, websites, or social media pages may contain links to third-party websites, payment pages, sponsor pages, partner pages, or social platforms. We are not responsible for the privacy practices, content, or security of third-party websites. Users should review the privacy policies of those platforms before sharing information.

## 18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in SCRIBLY operations, technology, legal requirements, or competition structure. The updated version will be published or shared with the revised effective date. Continued participation after an update means the revised policy has been accepted.

## 19. Contact Information

For privacy-related questions, correction requests, deletion requests, withdrawal of publicity consent, or concerns about a child's information, please contact:

SCRIBLY / ACADEMEA - EKANI AI Consultancy

Email: [hello@ekani.ai](mailto:hello@ekani.ai)

Phone/WhatsApp: +965 65715935

Website: [www.scribly.net](http://www.scribly.net) / [www.ekani.ai](http://www.ekani.ai)

Location: Kuwait / UAE