STYLESENSE PRIVACY POLICY

Last Updated: Dec 09, 2025

This Privacy Policy describes how StyleSense AI, operated by StyleScan AI LLC ("StyleSense," "we," "us," or "our") collects, uses, and discloses information about you when you use our website, mobile application, and related services (collectively, the "Services"). "You" refers to the user of the Services.
 We act as the **data controller** for personal information processed through our Services.

Please read this Privacy Policy carefully. By using the Services, you agree to the practices described below. If you do not agree, please discontinue use of the Services.

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1. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy periodically. When changes are made, we will update the "Last Updated" date above. If changes materially affect how we use or disclose your information, we will notify you through reasonable methods (e.g., email, app notifications, or in-app banners), where required by law.
 If you do not agree with the updated terms, you must stop using the Services.

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2. INFORMATION WE COLLECT AND HOW WE USE IT

We collect information from multiple sources to operate, provide, improve, and secure the Services. This includes information you provide directly, information collected automatically, and information from third parties. We also use this information to personalize your experience, maintain platform security, comply with legal obligations, and enforce our Terms of Service.

Information You Provide to Us

Some features require you to provide information voluntarily. If you choose not to provide such information, certain features may not function.

Account and Contact Information

When you create an account, we collect information such as:

 • First & Last Name
 • partial DOB (DD/MM)
 • email address
 • username or handle
 • password
 • age range
 • optional profile details

We use this information to create your account, authenticate access, manage subscriptions, provide customer support, notify you of updates, and communicate offers or new features.

Photo Uploads, Measurements, and AI Inputs ("Input")

You may choose to upload or provide:
 • photos of yourself
 • images or links to clothing items
 • height and measurements (e.g., bust, waist, hips, inseam)
 • outfit combinations or lookbook entries
 • other styling or personalization information

We use this Input to:
 • generate personalized digital mannequins
 • support our virtual try-on features
 • simulate garment fit
 • create and return AI-generated images or 3D results
 • maintain your saved looks and personalization settings

When you upload a photo:
 We process the image (including your face and body areas) solely to generate your customized mannequin or related Outputs. We **do not** use photos to identify or verify your identity, nor do we use biometric identification technologies.

AI-Generated Outputs ("Output")

The Services generate:
 • personalized mannequins
 • 2D or 3D avatar results
 • garment simulations
 • fit predictions
 • style recommendations

Outputs are processed and stored so we can:
 • operate the Service
 • improve the accuracy and performance of our AI models
 • maintain personalization preferences
 • allow you to return to or update previous looks

Where allowed by law, we may use deidentified Input and Output to improve overall product quality.

We **do not use photos to identify you**, and we do not sell your images.

Communications

If you contact us via email or through the app, we may collect the contents of your messages. We use this to respond to inquiries, diagnose issues, and improve the Services..

Information Collected Automatically

We and third-party providers automatically collect certain information through cookies, pixels, SDKs, and other tracking technologies.

Such information may include:
 • device type, operating system, and hardware identifiers
 • IP address and approximate location (based on IP)
 • language settings
 • interactions with app features
 • screens viewed and time spent
 • crash logs, diagnostics, performance data
 • engagement with clothing items, brands, or style tools
 • clickstream data, timestamps, browsing actions

We use this information to:
 • personalize your experience
 • recommend outfits or brands
 • improve usability
 • perform analytics and debugging
 • maintain platform security

Where legally required, we obtain consent before using cookies or tracking tools.

Information from Third Parties

We may receive information from:

Login Providers (e.g., Google, Apple)

If you sign in through a third party, they may provide:
 • name
 • email
 • profile image (optional)

Brand Partners (optional, future)

If you purchase items through integrated merchants, we may receive:
 • confirmation of the purchase
 • product details
 • order metadata
 (not payment info)

Social Media Channels

If you interact with us on social platforms, we may collect publicly available information for engagement and personalization.

Deidentified Information

We may deidentify your data and use it for any lawful purpose.

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3. HOW WE SHARE YOUR INFORMATION

We may share your information with the following categories of third parties as allowed by law and as needed to provide the Services:

Service Providers & Vendors

Vendors or other service providers who help us provide the Services in order to perform our contract with you and in our legitimate interests, including for analytics, system administration, cloud storage, security, customer relationship management, marketing communications, and the deployment of Tracking Technologies.

Business Partners (with your consent)

Business partners, such as clothing merchants and fashion brands whose products you may access through the Services, with your consent where required by applicable law.

Affiliates

StyleSense affiliates or others within our corporate group, in our legitimate interests.

Third parties with your consent when you request or direct us to disclose information, such as through your use of login integration.

Professional Advisors

Professional advisors, such as auditors, law firms, or accounting firms in our legitimate interests or where required by applicable law.

Compliance with Laws & Business Transfers

We may also disclose your information as needed to comply with applicable law or any obligations thereunder or to cooperate with law enforcement, judicial orders, and regulatory inquiries, to enforce any applicable terms of service, and to ensure the safety and security of our business, employees, and users. The information that we collect from you may be accessed from, transferred to, and stored and used in countries outside the country in which you are located. We will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy. Transfers of data outside the European Economic Area (EEA) or the UK to a country that has not been determined as "adequate" by the European Commission (EC) or UK authorities will be governed by the EC's standard contractual clauses for the transfer of personal data to third countries or the UK Information Commissioner's international data transfer addendum to the EU standard contractual clauses (as applicable).

 Please contact us at hello@stylescan-ai.co should you wish to examine a copy of the EU standard contractual clauses or UK international data transfer addendum.

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4. COOKIES AND TRACKING TECHNOLOGIES

We and third parties may use tracking technologies, including cookies and pixels, to collect information about your browsing activities on the Website. Most browsers accept cookies automatically, but you may be able to control the way in which your devices permit the use of

cookies. If you so choose, you may block or delete certain of our cookies from your browser; however, blocking or deleting cookies may cause some features of the Website, including any portal features and general functionality, to work incorrectly. Your browser settings may also allow you to transmit a "Do Not Track" signal when you visit various websites. Like many websites, our Website is not designed to respond to "Do Not Track" signals received from browsers.

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5. SOCIAL FEATURES

The Services may include features that allow you to interact with or share content to third-party social platforms.

These platforms may collect information about you according to their own policies.

We are not responsible for third-party data-handling practices.

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6. THIRD-PARTY LINKS

We may provide links to third-party websites or platforms, such as clothing merchants or fashion brands. If you follow links to sites or platforms that we do not control and are not affiliated with us, you should review the applicable privacy notice, policies and other terms. We are not responsible for the privacy or security of, or information found on, these sites or platforms. Information you provide on public or semi-public venues, such as third-party social networking platforms, may also be viewable by other users of the Services and/or users of those third-party platforms without limitation as to its use. Our inclusion of such links does not, by itself, imply any endorsement of the content on such platforms or of their owners or operators.

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7. YOUR RIGHTS

Depending on your jurisdiction, you may have the right to:

• access your personal information
 • correct inaccurate information
 • delete your data
 • restrict or object to processing

- request portability
- opt out of marketing
- withdraw consent at any time

Please note that a number of these rights only apply in certain circumstances, and all of these rights may be limited by law. For example, if fulfilling your request would adversely affect other individuals or our trade secrets or intellectual property, if there are overriding public interests or if we are required by law to retain your information. To exercise any of these rights, you can contact hello@stylescan-ai.co . If you think we have infringed data protection laws, you have the right to lodge a complaint with the data protection supervisory authority in the EEA country in which you are based or where you think we have infringed data protection laws, or with the UK Information Commissioner's Office, as applicable to you.

To exercise rights, contact us at:
✉ **hello@stylescan-ai.co**

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8. CHILDREN'S PRIVACY

Our Services are not intended for children, and we do not seek or knowingly collect any personal information about children. If we become aware that we have unknowingly collected information about a child, in particular any child under 13 years of age, we will make commercially reasonable efforts to delete such information from our database. If you are the parent or guardian of a child under 13 years of age who has provided us with their personal information, you may contact us using the below information to request that it be deleted.

We do not knowingly collect data from children under 13.
Parents may request deletion at **hello@stylescan-ai.co**.

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9. DATA RETENTION

We will a retain and use your information based on our consideration of various criteria, including whether we need the information to continue providing you the Services, comply with our legal obligations, resolve disputes, enforce our contractual agreements and our policies, prevent harm, promote safety, security and integrity, and to protect or defend the Services, our rights, the rights of our users, or others. As set out above, we may store your information in a deidentified / anonymized or aggregated format; we may use this information indefinitely without further notice to you. Uploaded photos and AI avatars may be retained as long as your account

is active to support personalization features. You may request deletion at any time. Deidentified data may be retained indefinitely.

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10. DATA SECURITY

Despite our reasonable efforts to protect your information, no security measures are impenetrable, and we cannot guarantee "perfect security." Any information you send to us electronically, while using the Services or otherwise interacting with us, may not be secure while in transit. We recommend that you do not use unsecure channels to send us sensitive or confidential information.

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11. HOW TO CONTACT US

For privacy-related questions, contact:

✉ **hello@stylescan-ai.co**