

Shop'in Privacy Policy

Last Updated: April 1, 2025

Welcome to Shop'in, a mobile application designed to enhance your online shopping experience through virtual try-on technology, personal closet features, and social sharing capabilities. This Privacy Policy explains how [Your Company Name] ("we," "us," or "our") collects, uses, stores, shares, and protects your personal information when you use the Shop'in app (the "App") or engage with us through related services, including sales, marketing, or events. By using the App, you agree to this Privacy Policy. If you do not agree, please do not use the App.

This Privacy Policy is incorporated into and subject to our Terms of Service, available at [insert ToS link]. For any questions or concerns, contact us at shopinhelp101@gmail.com.

1. What Information Do We Collect?

We collect personal information to provide, improve, and personalize the App's services. The types of information we collect depend on how you interact with the App and the permissions you grant.

1.1 Information You Provide to Us

When you register, use features, or contact us, you may provide:

- **Account Information:** Names, age, email addresses, usernames, and passwords.
- **Content:** Photos or videos uploaded for virtual try-ons, posts (including captions), comments, and saved closet items.
- **Social Interactions:** Friend requests, likes, and profile customizations (e.g., profile pictures).
- **Communications:** Feedback, inquiries, or reports sent to shopinhelp101@gmail.com.

1.2 Information Collected Automatically

We automatically collect certain information when you use the App:

- **Device and Usage Data:** Device ID, model, manufacturer, operating system, browser type, IP address, mobile carrier, and application usage data (e.g., button clicks, pages viewed, time spent on features like try-ons or closets).

- **Geolocation Data:** With your permission, we may collect precise or approximate location data (e.g., via GPS or IP address) to provide location-based services, such as regional ad targeting or nearby retailer suggestions.
- **Log Data:** Diagnostic and performance information, including error reports, system activity, and timestamps of your interactions.
- **Analytics Data:** Aggregated insights about usage trends (e.g., regional demographics, feature popularity) via tools like Google Analytics.

1.3 Information from Third Parties

We may receive information from:

- **Public Sources:** Data from public databases or social media platforms (e.g., if you link a social account, where permitted).
- **Marketing Partners:** Information from affiliate programs or ad networks to tailor promotions.
- **Third-Party Services:** Data from AI providers (e.g., Google Cloud AI for try-ons) or analytics tools, subject to their privacy policies.

1.4 No Collection from Minors

We do not knowingly collect personal information from users under 18 without verified parental consent, in compliance with the Children's Online Privacy Protection Act (COPPA, 15 U.S.C. § 6501–6506). If we learn we've collected data from a minor without consent, we will deactivate the account and delete the information promptly. Parents or guardians can contact us at shopinhelp101@gmail.com to address concerns.

2. How Do We Use Your Information?

We use your information to deliver, improve, and secure the App's services, as follows:

- **Service Delivery:**
 - Facilitate virtual try-ons by temporarily processing uploaded photos or camera data.
 - Enable social features, such as posting outfits, commenting, and connecting with friends.
 - Manage your personal closet for saving and organizing items.
 - Process in-app purchases (e.g., additional try-ons) via the Apple App Store.
- **Personalization:**
 - Customize your experience based on preferences, usage patterns, or location (e.g., suggesting outfits or retailers).

- Deliver targeted advertisements tailored to your interests (e.g., based on closet items or try-on activity).
 - **Moderation and Safety:**
 - Analyze captions and comments using the Perspective API to detect and remove inappropriate content (e.g., hate speech, phishing attempts).
 - Scan images with Google Cloud Vision to prevent posting of nudity, hate symbols, violence, or other violations of our Community Standards.
 - Monitor for cybercrimes, such as hacking or fraud, to protect the App and users.
 - **Analytics and Improvement:**
 - Use Google Analytics to understand usage trends (e.g., popular features, regional engagement) and enhance App performance.
 - Identify bugs or crashes to improve stability.
 - **Communication:**
 - Send push notifications about account activity, new features, or abandoned carts (with your consent, adjustable in device settings).
 - Respond to your inquiries or feedback.
 - **Legal Compliance:**
 - Comply with applicable laws, such as GDPR (Article 6) or CCPA (Cal. Civ. Code § 1798.100), and respond to legal requests.
 - Retain data as required for fraud prevention, dispute resolution, or regulatory audits.
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3. How Do We Share Your Information?

We may share your information in specific circumstances with the following parties, subject to legal requirements and your consent where applicable:

3.1 Third-Party Service Providers

We share data with trusted providers who assist in operating the App:

- **AI and Moderation Tools:** Google Cloud AI for virtual try-ons and Google Cloud Vision for image moderation; Perspective API for text moderation. These providers process data under strict agreements and Google's API Service User Data Policy, including Limited Use requirements.
- **Analytics Providers:** Google Analytics for usage insights, processing anonymized or aggregated data.
- **Cloud and Storage Services:** Providers like [e.g., AWS, Google Cloud] for secure data storage.
- **Ad Networks:** Third-party ad networks for delivering targeted ads, which may use device identifiers or usage data per their privacy policies.

3.2 Business Partners

- **Retailers:** When you click links to third-party retailer websites to complete purchases, we may share limited data (e.g., referral codes) to facilitate the transaction. Retailers' privacy policies govern their data use.
- **Marketing Affiliates:** Partners in affiliate programs may receive anonymized data to track campaign performance.

3.3 Other Users

- **Social Features:** Content you post (e.g., outfits, captions) is visible to friends or public areas of the App, depending on your settings. Friends can view your closet and interact with your posts unless blocked.
- **Public Content:** Any content shared in public areas may be viewed by all users and could be redistributed outside the App.

3.4 Business Transfers

We may share or transfer your information during negotiations for a merger, sale, financing, or acquisition of our business, ensuring the recipient honors this Privacy Policy.

3.5 Legal Obligations

We may disclose your information to:

- Comply with laws, regulations, or court orders (e.g., GDPR, CCPA).
- Respond to law enforcement requests for fraud or cybercrime investigations.
- Protect our rights, property, or safety, or that of our users.

4. How Do We Protect Your Information?

4.1 Security Measures

We implement reasonable technical and organizational measures to safeguard your data, including:

- Encryption of data in transit and at rest.
- Access controls to limit who can view your information.
- Regular security audits and updates to address vulnerabilities.
- Use of trusted third-party providers with robust security standards (e.g., Google Cloud).

However, no system is 100% secure. We cannot guarantee absolute protection against cybercrimes like hacking or breaches. You use the App at your own risk and should access it in a secure environment (e.g., updated devices, strong passwords). Report suspected security issues to shopinhelp101@gmail.com immediately.

4.2 Data Minimization and Retention

- **Try-On Photos:** Photos uploaded for virtual try-ons are processed temporarily and deleted immediately after the session. They are not stored or shared beyond this purpose.
 - **General Retention:** We retain your personal information only as long as necessary for the purposes outlined in this Privacy Policy or as required by law (e.g., for tax or audit purposes). When data is no longer needed, we securely delete or anonymize it.
 - **Backups:** If immediate deletion isn't feasible (e.g., due to backup systems), we isolate your data and delete it as soon as possible.
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5. Your Privacy Rights

Depending on your location, you may have specific rights regarding your personal information. Below are key rights under major laws, though local regulations may grant additional protections.

5.1 General Rights

You may have the right to:

- **Access:** Request a copy of the personal information we hold about you.
- **Correct:** Update inaccurate or incomplete data.
- **Delete:** Request deletion of your data, subject to legal retention requirements.
- **Restrict:** Limit how we process your data in certain cases.
- **Object:** Opt out of data processing for marketing or targeted ads.
- **Portability:** Receive your data in a structured, machine-readable format.

5.2 Jurisdiction-Specific Rights

- **European Union/UK (GDPR, UK Data Protection Act 2018):** You can withdraw consent for data processing (Article 7), object to automated decisions (Article 22), and lodge complaints with a supervisory authority (e.g., ICO in the UK).
- **California (CCPA/CPRA, Cal. Civ. Code § 1798.100 et seq.):** You can opt out of data sales or sharing for ads, know what data we collect, and request deletion without discrimination.

- **Other Regions:** Similar rights may apply under Canada's PIPEDA, Australia's Privacy Act 1988, or local laws. Contact us to learn more.

5.3 How to Exercise Your Rights

To exercise your rights, contact us at shopinhelp101@gmail.com with your request (e.g., "Delete my account"). We will verify your identity and respond within the legally required timeframe (e.g., 30 days for GDPR, 45 days for CCPA). If we cannot fulfill your request (e.g., due to legal obligations), we will explain why. Withdrawing consent does not affect prior lawful processing.

6. Account Deletion

You can request permanent account deletion by emailing shopinhelp101@gmail.com. Upon verification, we will:

- **Delete All Data:** Permanently remove all personal information, content (e.g., posts, closet items, comments), purchased virtual try-ons, and ad-related data (e.g., targeting profiles). This includes data processed by Perspective API, Google Cloud Vision, or Google Analytics. Deleted data cannot be recovered.
- **No Further Access:** You will lose access to your account and all features, including unused try-ons, with no possibility of reinstatement.
- **No Refunds:** As stated in our Terms of Service, in-app purchases (e.g., try-ons) are non-refunded, even after deletion, unless required by law (e.g., EU Consumer Rights Directive 2011/83/EU for faulty goods).

We process deletion requests within 30 days, though some data may remain in backups temporarily for legal or technical reasons, securely isolated until deleted. This complies with GDPR (Article 17), CCPA (Cal. Civ. Code § 1798.105), and other laws.

7. Tracking Technologies and Advertising

7.1 Cookies and Similar Technologies

We use cookies, pixels, and other tracking tools to:

- Maintain security (e.g., preventing unauthorized logins).
- Optimize performance (e.g., detecting crashes).
- Personalize your experience (e.g., saving preferences).
- Deliver targeted ads based on your activity (e.g., try-on history, closet items).

Third-party ad networks may also use tracking technologies, governed by their privacy policies. You can manage these via device settings or opt-out options (see Section 7.2).

7.2 Targeted Advertising

We partner with ad networks to show personalized ads, which may use:

- Device identifiers, IP addresses, or usage data.
- Analytics from Google Analytics (e.g., regional trends, button clicks).

You can control ad tracking:

- **iOS Devices:** Enable App Tracking Transparency to limit cross-app tracking.
- **Opt-Out:** Email shopinhelp101@gmail.com to opt out of personalized ads (note: you'll still see non-personalized ads).
- **CCPA Users:** Request to opt out of data sharing for ads.
- **GDPR Users:** Withdraw consent for ad-related processing.

7.3 Do-Not-Track (DNT)

We do not currently respond to DNT browser signals, as no universal standard exists. We will update this Privacy Policy if a standardized DNT protocol is adopted.

8. Third-Party Websites and Services

8.1 Retailer Redirects

The App redirects you to third-party retailer websites to complete purchases. We do not process payments or handle orders; retailers' privacy policies apply once you leave the App. We are not responsible for their practices, product accuracy, or security.

8.2 Third-Party Providers

Services like Google Cloud AI (for try-ons), Google Cloud Vision (for image moderation), Perspective API (for text moderation), and Google Analytics (for analytics) process data on our behalf. Their privacy policies and our agreements ensure compliance with this Privacy Policy and applicable laws.

8.3 Your Responsibility

Review third-party policies before sharing data or making purchases. We do not endorse or control external sites linked from the App.

9. International Data Transfers

If you use the App outside [Your Country, e.g., the United States], your data may be transferred to our servers or third-party providers in other countries (e.g., Google Cloud servers). We ensure these transfers comply with laws like GDPR (e.g., using Standard Contractual Clauses) or CCPA (e.g., equivalent safeguards). By using the App, you consent to such transfers where legally permitted.

10. Updates to This Privacy Policy

We may update this Privacy Policy to reflect changes in our practices, features, or legal requirements. The updated version will be posted in the App with a revised “Last Updated” date. For material changes, we may notify you via in-app alerts or email. Your continued use of the App after updates constitutes acceptance. We encourage you to review this Privacy Policy regularly.

11. Contact Us

For questions, requests, or complaints, contact us at:

- **Email:** shopinhelp101@gmail.com

We aim to respond within 7 business days. If you're in the EU or UK, you can also contact your local data protection authority (e.g., ICO in the UK) with concerns.