

Privacy Policy for Eventify

This Privacy Policy governs the manner in which Eventify collects, uses, maintains, and discloses information collected from users ("Users") of the Eventify mobile application ("App").

Augmented Reality Technology

Eventify app utilizes the "TrueDepth API" and "ARKit Face Tracking" primarily for facial tracking and analysis to enable augmented reality (AR) experiences, specifically in the context of applying virtual sunglasses onto users' faces in real-time. The information collected through the TrueDepth API includes facial geometry data, such as the position and movement of facial features, which is essential for accurately placing and adjusting AR objects like sunglasses on the user's face. We do not collect or store any personal information or images captured through the TrueDepth camera. The information collected is not stored in any way and is not shared with any 3rd party. Our focus is solely on delivering an immersive and engaging AR experience while prioritizing user privacy and data security.

Information Collection and Use

Eventify may collect personal identification information from Users in various ways, including, but not limited to, when Users download the App, register on the App, or use certain features of the App. Users may be asked for, as appropriate, name, email address, or upload photos. Eventify collects and uses this information solely for the purpose of enhancing the User experience and improving App functionality.

Protection of User Information

Eventify adopts appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure, or destruction of User information and data stored on the App.

Sharing of Personal Information

Eventify does not sell, trade, or rent Users' personal identification information to others. Eventify may share generic aggregated demographic information not linked to any personal identification information regarding Users with our business partners, trusted affiliates, and advertisers for the purposes outlined above.

Changes to this Privacy Policy

Eventify has the discretion to update this Privacy Policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. Users acknowledge and agree that it is their responsibility to review this Privacy Policy periodically and become aware of modifications.

Your Acceptance of these Terms

By using this App, you signify your acceptance of this Privacy Policy. If you do not agree to this policy, please do not use our App. Your continued use of the App following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting Us

If you have any questions about this Privacy Policy, the practices of this App, or your dealings with this App, please contact us at illusionworldsinno@gmail.com

This document was last updated on **16/03/2024**.