

BeautyDNA Privacy Policy

Effective date: May 23, 2026

Last updated: May 23, 2026

This Privacy Policy explains what information the BeautyDNA mobile app ("BeautyDNA", "we", "our", "us") collects, how we use it, and the choices you have. By using BeautyDNA you agree to the practices described here.

If you have questions, contact us at caleborhomre2u@gmail.com.

1. Summary

- BeautyDNA does **not** require an account, does not run advertising, and does not include third-party tracking or analytics SDKs.
- We upload photos you take or select to our backend for the sole purpose of performing skin analysis, color matching, and virtual makeup try-on. Photos are processed in real time and are **not retained on our servers** beyond the time required to fulfill your request.
- The analysis results (skin tone, undertone, skin type, face shape, saved colors, try-on history) live **locally on your device**.
- We use Apple App Store / Google Play (via RevenueCat) to manage subscriptions.

2. Information we collect

a) Photos you provide

When you take a selfie, capture a product, or import a photo from your library to use the skin analysis, color extraction, or virtual try-on features, BeautyDNA uploads that image to our backend service to be processed by an image-analysis model.

- **What's in the photo:** a clear photo of your face (for skin analysis or try-on) or a photo of a makeup product (for color extraction).

- **What is derived from it:** categorical labels such as skin tone (e.g., light, medium, deep), undertone (warm / cool / neutral), skin type, face shape, and a recommended product color hex value. For try-on, a rendered image showing the makeup applied to your photo is returned to your device.
- **What we do with the photo on our servers:** the photo is forwarded to Google's Gemini image model for processing and is not stored, indexed, or reused by us after the response is returned.

b) Information stored only on your device

The following information is kept exclusively in your device's local storage (via Apple's iOS keychain / *UserDefaults* and the equivalent on Android) and is **never transmitted to our servers**:

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- Your skin profile (skin tone, undertone, skin type, face shape, concerns, confidence score, and the selfie associated with the profile).
 - Saved beauty colors and your custom-added colors.
 - Try-on history (before / after images and the products you tried).
 - App preferences (try-on render mode, onboarding completion, app-tour state).
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You can clear this data at any time by removing the app from your device.

c) Subscription information

If you purchase a BeautyDNA Premium subscription, the purchase is processed by **Apple's App Store** or **Google Play**. We use **RevenueCat** to receive an anonymized purchase receipt so the app can determine whether your subscription is active. RevenueCat may collect: ****Apple's App Store**** or ****Google Play****. We use ****RevenueCat**** to receive an anonymized purchase receipt so the app can determine whether your subscription is active. RevenueCat may collect:

- A device-generated anonymous user ID (no name, email, or contact info)
- The product identifier you purchased and the purchase / renewal status
- Country and device platform (used for currency localization)

We do not receive or store your payment card details. Apple or Google handle payment and billing directly. See [RevenueCat's privacy notice](<https://www.revenuecat.com/privacy/>) and

[Apple's](https://www.apple.com/legal/privacy/) /
[Google's](https://policies.google.com/privacy) policies for their practices.

d) Diagnostic information

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BeautyDNA does **not** integrate any third-party analytics, crash reporting, or advertising SDK. Apple and Google may collect aggregated crash data through their platform-level reporting (which you can disable in your device settings).
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3. How we use the information

We use the photos and information collected only to:

1. Provide the features of the app — skin analysis, virtual makeup try-on, product color matching, and personalized shade recommendations.
2. Determine your subscription entitlements (free vs. Premium).
3. Improve quality and reliability of the app by responding to crashes surfaced through Apple / Google platform reports.

We do **not** use your information for advertising, profiling, automated decision-making, or any purpose that would meaningfully affect your legal rights.
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4. Third parties that process your data on our behalf

Service	Purpose	Data shared	Retention
Cloudflare Workers	Hosts our API and forwards image requests	Photos, anonymized request metadata	Not retained beyond the request

Service	Purpose	Data shared	Retention
Google Gemini (Google Cloud AI)	Image analysis model invoked by our worker	The photo being analyzed	Subject to Google's Generative AI privacy terms
RevenueCat	Subscription receipt management	Anonymous user ID, purchase status	Subject to RevenueCat's policy
Apple App Store / Google Play	Payment processing for subscriptions	Subject to Apple / Google policies	Subject to Apple / Google policies

We do not sell or rent your information. We do not share it with advertisers or third-party data brokers.

5. Data retention

- **On our servers:** photos are processed in real time and are not retained after the request is completed. Server logs may temporarily record request metadata (timestamp, response status) for a short rolling window (no longer than 30 days) for operational and security purposes.
- **On your device:** locally stored data (skin profile, saved colors, try-on history) persists until you delete it from within the app or uninstall BeautyDNA.

6. Your rights and choices

Depending on your jurisdiction (including the EU/EEA under GDPR, the UK under UK GDPR, and California under the CCPA/CPRA), you may have the right to:

- **Access** the personal data we hold about you
- **Correct** inaccurate data
- **Delete** your data
- **Object to** or **restrict** processing
- **Port** your data to another service
- **Withdraw consent** at any time

Because BeautyDNA does not maintain user accounts and your photos are not retained server-side, most of the data covered by these rights lives on your

device and can be removed by uninstalling the app or clearing app data.

To exercise any of the above rights, or to ask about data processed during

To exercise any of the above rights, or to ask about data processed during our retention window, email **caleborhomre2u@gmail.com**. We will respond within 30 days.

30 days.

If you are in the EU/EEA or UK, you may also lodge a complaint with your local data protection authority.

7. Children's privacy

BeautyDNA is intended for users aged **13 and older**. We do not knowingly collect personal information from children under 13 (or the equivalent minimum age in your jurisdiction, e.g., 16 in some EU member states). If you believe a child has provided us with personal information, please contact **privacy@beautydna.app** and we will delete the information promptly.

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8. Security

We use HTTPS (TLS) for all data transmitted between the app and our backend. Photos are processed in transient memory and are not written to durable storage on our servers. Subscription data handled by RevenueCat and Apple/Google is protected by their respective security measures.

No method of transmission over the internet is 100% secure, but we work to protect your information using industry-standard practices.

9. International data transfers

Our backend runs on Cloudflare's global edge network, which means a request may be processed in a Cloudflare data center in a country other than the one

you live in. Google Gemini may also process the request in a region selected by Google. Where required by law (e.g., transfers from the EU/EEA), we rely on the safeguards provided by Cloudflare and Google, including Standard Contractual Clauses.

10. Changes to this policy

We may update this Privacy Policy from time to time. When we do, we will update the "Last updated" date at the top of this document and, for material changes, surface a notice in the app before the changes take effect. Your continued use of BeautyDNA after a change indicates your acceptance of the updated policy.

11. Contact

If you have any questions or concerns about this Privacy Policy or BeautyDNA's data practices, you can reach us at:

Email: caleborhomre2u@gmail.com

BeautyDNA is operated by Caleb Orhomre.