

## Skinveres Privacy Policy

Effective Date: Oct 10th 2024

Skinveres is committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our mobile application (the "App").

### **Information We Collect:**

**Personal Information You Provide:** When you create an account or use certain features of the App, you may provide us with personal information such as your name, email address, password, and other contact information.

**Information We Collect Automatically:** We may automatically collect certain information about your device and usage of the App, including:

**Device Information:** Device type, operating system, unique device identifiers, IP address.

**Usage Data:** App usage data, such as features accessed, date and time of access, and duration of use.

### **Skin Analysis Data:**

**Skin Image:** When you use the App to analyze your skin, you provide a skin image by either taking a new photo with your camera or selecting an existing photo from your device's photo library. This image is stored securely in Firebase Storage.

**AI Analysis Results:** We use a third-party AI tool to analyze your skin image and generate insights, such as skin type, tone, and concerns. This analysis data is also stored securely.

### **How We Use Your Information:**

**Provide and Improve the App:** We use your information to provide and improve the functionality of the App, including personalized recommendations, product suggestions, and tailored skincare routines.

**Process Orders:** If you purchase products through the App, we use your information to process your orders and manage your account.

**Communicate with You:** We may use your contact information to send you updates, notifications, promotional materials, or other information related to the App or our services.

**Data Analysis:** We use your information for research and data analysis to improve the App, understand customer preferences, and develop new features.

### **Sharing Your Information:**

**Third-Party Service Providers:**

**AI Analysis:** We use a third-party AI tool to analyze your skin images. This tool may have access to your image data in order to perform its analysis. We ensure that this third-party provider adheres to strict privacy and security standards.

**Other Services:** We may share your information with trusted third-party service providers who

assist us in operating the App, such as data analytics providers, marketing platforms, and payment processors.

**Legal Requirements:** We may disclose your information if required by law or regulation, or to comply with legal process, such as a court order or subpoena.

**Business Transfers:** If Skinveres is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.

### **Data Security:**

We implement industry-standard security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or method of electronic storage is 100% secure.

### **Your Choices:**

**Account Management:** You can access, update, or delete your account information by logging into your account settings within the App.

**Opting Out of Communications:** You can opt out of receiving promotional communications from us by following the unsubscribe instructions provided in the emails.

**Deleting Your Account:** You can request the deletion of your account by contacting us at [your support email]. When you delete your account, all associated data, including your skin images, AI analysis results, and personal information, will be permanently deleted from our systems.

### **Children's Privacy:**

Our App is not intended for use by children under the age of 13. We do not knowingly collect personal information from children under 13. If you are a parent or guardian and you are aware that your child has provided us with personal information, please contact us.

### **Face Data Collection and Usage:**

**What face data does your app collect?** Our app collects your skin image through a photo taken by your camera or a photo selected from your device's photo library. This image is used for AI-powered skin analysis.

**How do you use the collected face data?** The image data is analyzed by our third-party AI tool to identify skin type, tone, and concerns. This information is used to provide personalized skincare recommendations. Additionally, we may use this data to train and improve our AI models for future skincare analysis.

**Will the data be shared with any third parties?** Your image data is shared with our third-party AI analysis provider to perform the analysis. We choose trusted partners who adhere to strict privacy and security standards.

**Where will this information be stored?** Your image data is stored securely in Firebase Storage.

**Reasons for Storing Face Data:**

We store face data (skin images) to provide personalized skincare recommendations based on our AI analysis.

We use this data to train and improve our AI models, ensuring they can accurately identify skin types, tones, and concerns.

**Third-Party Sharing:**

We share face data with Gemini Api.

This sharing is necessary for performing the AI analysis, which is crucial for delivering personalized recommendations.

We ensure that our third-party partners adhere to strict privacy and security standards and handle user data responsibly.

**How long will face data be retained?** We retain collected face data for a period of 24 months. After this period, the data will be permanently deleted from our systems. You can request the deletion of your face data at any time by contacting us at [skinverse@skinverse.com](mailto:skinverse@skinverse.com).

“You always have the option to delete your account which can delete all your data from our system”

**Changes to This Policy:**

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on the App.

**Contact Us:**

If you have any questions about this Privacy Policy, please contact us at:

Email: [skinverse@skinverse.com](mailto:skinverse@skinverse.com)