PRIVACY POLICY
Bisou Match Inc.
Effective Date: February 10, 2026

1. INTRODUCTION

Bisou Match Inc. ("Bisou," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, share, and protect your personal information when you use our Vedic astrology-based dating and connection platform.

Our Service: Bisou Match is a platform that uses Vedic astrology to help adults find meaningful connections.

Geographic Scope: This policy applies to users in the United States, Canada, the European Union, and the United Kingdom.

Related Policies:

Child Safety Policy (for minor protection)

Terms of Service (for platform usage rules)

2. INFORMATION WE COLLECT

2.1 Information You Provide

Account Information:

- Name, email address, phone number
- Date of birth, time of birth, place of birth (for astrological calculations)
- Gender, gender preferences
- Photos and profile information
- Location (city, province/state, country)
- Astrological Information:
- Birth chart data you provide
- Preferences for astrological compatibility
- Responses to personality questions

Communication:

- Messages you send through our platform
- Customer support inquiries
- Feedback and survey responses
- Payment Information:
- Payment card details (processed by our payment provider)
- Billing address

- Transaction history

2.2 Information Collected Automatically
Usage Data:
Pages viewed, features used, time spent
Interactions with other users (swipes, matches, messages)
Device information (type, operating system, browser)
IP address and general location
Cookies and Tracking:
Cookies, web beacons, and similar technologies
Analytics data about how you use our service
Advertising identifiers

2.3 Information from Third Parties
Social media profile information (if you connect accounts)
Payment processor information
Identity verification services
App store purchase data

3. HOW WE USE YOUR INFORMATION
3.1 Provide Our Service
- Create and manage your account
- Generate Vedic astrology birth charts and compatibility analyses
- Show you potential matches based on astrological compatibility
- Facilitate connections and communication
- Process payments and subscriptions

3.2 Improve Our Service
- Analyze usage patterns and preferences
- Develop new features and functionality
- Conduct research on astrological compatibility
- Test and optimize our algorithms

3.3 Safety and Security
- Verify your identity and age
- Detect and prevent fraud, abuse, and violations
- Enforce our Terms of Service and policies

- Protect against security threats

3.4 Communication
- Send service-related notifications
- Respond to your inquiries
- Provide customer support
- Send marketing communications (with your consent)

3.5 Legal Compliance
- Comply with legal obligations
- Respond to legal requests
- Protect our rights and property
- Resolve disputes

4. LEGAL BASIS FOR PROCESSING (GDPR/UK GDPR)
For users in the EU and UK, we process your personal data based on:
Contract Performance: To provide our service and fulfill our Terms of Service
Legitimate Interests: To improve our service, ensure security, and prevent fraud
Consent: For marketing communications and optional features (you can withdraw anytime)
Legal Obligation: To comply with applicable laws and regulations

5. HOW WE SHARE YOUR INFORMATION
5.1 With Other Users
Your profile information is visible to potential matches
Messages you send are visible to recipients
You control what information appears on your profile

5.2 Service Providers
- We share information with trusted vendors who help us operate:
- Cloud hosting providers (AWS, Google Cloud)
- Payment processors (Stripe, PayPal)
- Analytics providers (Google Analytics)
- Customer support tools
- Email and SMS services
- Identity verification services

5.3 Business Transfers
If we merge, are acquired, or sell assets, your information may be transferred to the new entity.

5.4 Legal Requirements
We disclose information when required by law or to:
- Comply with legal processes (subpoenas, court orders)
- Enforce our policies
- Protect rights, property, and safety
- Respond to emergencies

5.5 With Your Consent
We may share information for other purposes with your explicit consent.
We never sell your personal information to third parties.

6. DATA RETENTION
We retain your information for as long as:
- Your account is active
- Needed to provide our service
- Required by law
- Necessary for legitimate business purposes
- After Account Deletion:
- Most data is deleted within 90 days
- Some data retained for legal compliance (e.g., transaction records for 7 years)
- Anonymized data may be retained for analytics

7. YOUR PRIVACY RIGHTS
7.1 All Users
- Access: View your personal information
- Correction: Update inaccurate information
- Deletion: Request account and data deletion
- Opt-Out: Unsubscribe from marketing emails
- Data Portability: Download your data

7.2 US Users (CCPA/CPRA Rights)
California Residents: You have the right to:

Know what personal information we collect
Know if we sell or share your data (we don't sell)
Opt-out of data sales (not applicable)
Delete your personal information
Non-discrimination for exercising rights
Other State Rights: Similar rights may apply under Virginia, Colorado, Connecticut, and Utah privacy laws.

7.3 Canadian Users (PIPEDA Rights)
Access your personal information
Challenge accuracy and completeness
Withdraw consent (where applicable)
File complaints with Privacy Commissioner

7.4 EU/UK Users (GDPR Rights)
Access: Obtain a copy of your data
Rectification: Correct inaccurate data
Erasure: Request deletion ("right to be forgotten")
Restriction: Limit how we process your data
Portability: Receive data in portable format
Objection: Object to processing based on legitimate interests
Withdraw Consent: For consent-based processing
Lodge Complaint: With your data protection authority
To Exercise Rights: Contact support@bisoumatch.com

8. SECURITY
- We protect your information using:
- Encryption in transit (TLS/SSL) and at rest
- Regular security audits and testing
- Access controls and authentication
- Employee training on data protection
- Incident response procedures
- No system is 100% secure. While we use industry-standard measures, we cannot guarantee absolute security.

9. INTERNATIONAL DATA TRANSFERS
9.1 Transfer Mechanisms

We may transfer data internationally using:
EU-US Data Privacy Framework (for US transfers)
Standard Contractual Clauses (EU Commission approved)
UK Extension to Data Privacy Framework
Adequacy decisions where available

9.2 Safeguards
We ensure appropriate safeguards through:
- Transfer Impact Assessments
- Data Processing Agreements with vendors
- Technical and organizational measures

10. COOKIES AND TRACKING
Types of Cookies
- Essential: Required for site functionality
- Analytics: Help us understand usage patterns
- Advertising: Deliver relevant ads (with consent)
- Preference: Remember your settings

11. CHILDREN'S PRIVACY
Our service is not for anyone under 18. We do not knowingly collect information from minors.
If we discover we've collected minor data:
- We delete it immediately
- We notify parents/guardians
- We investigate how it occurred
- See our Child Safety Policy for complete details.

12. JURISDICTION-SPECIFIC PROVISIONS
12.1 United States
COPPA Compliance: We do not target children under 13
State Laws: We comply with California CCPA/CPRA, Virginia VCDPA, Colorado CPA, Connecticut CTDPA, and Utah UCPA
Do Not Sell: We do not sell personal information

12.2 Canada

PIPEDA Compliance: We follow all 10 privacy principles
Provincial Laws: We comply with Quebec Law 25, Alberta PIPA, BC PIPA
Consent: We obtain meaningful consent as required

12.3 European Union
GDPR Compliance: We comply with all GDPR requirements
Data Protection Officer: Available at amar@bisoumatch.com
Lead Supervisory Authority: [To be determined based on main establishment]
EU Representative: [If required, based on Article 27]

13. THIRD-PARTY LINKS
Our service may contain links to third-party websites and services. We are not responsible for their privacy practices. Please review their policies before providing information.

14. CHANGES TO THIS POLICY
We may update this Privacy Policy to reflect:
Changes in our practices
New legal requirements
Service improvements
Notice of Changes:
Material changes: 30 days advance notice via email and in-app notification
Non-material changes: Posted with updated effective date
Continued use after changes constitutes acceptance

15. CONTACT US
Privacy Inquiries: support@bisoumatch.com
Data Protection Officer (EU/UK): amar@bisoumatch.com
Mailing Address:
Bisou Match Inc.
830 - 1100 Melville St
Vancouver, BC V6E 4L4
Canada

Response Time: We respond to privacy requests within:
45 days (CCPA/CPRA)
30 days (GDPR/UK GDPR)

30 days (PIPEDA)

16. SUPERVISORY AUTHORITIES

European Users: You may lodge complaints with your national data protection authority. Find yours at:
https://edpb.europa.eu/about-edpb/board/members_en
UK Users: Information Commissioner's Office (ICO)
Website: https://ico.org.uk
Phone: 0303 123 1113
Canadian Users: Office of the Privacy Commissioner of Canada
Website: https://www.priv.gc.ca
Phone: 1-800-282-1376
US Users (California): California Attorney General
Website: https://oag.ca.gov/privacy
Last Updated: February 10, 2026
By using Bisou Match, you acknowledge that you have read and understood this Privacy Policy.