

# **Privacy Policy**

This Privacy Policy outlines the types of data collected by mobile applications ("Apps") developed by nan tang and how this data is used. This policy is designed to inform users about our practices regarding the collection, use, disclosure, and protection of data obtained through our Apps available on the Apple App Store.

## **1- Data Collection**

In addition to collecting anonymized and aggregated data for analyzing and improving our Apps, we also collect personal data under specific conditions. The personal data we collect includes:

- a) Selfies, Portrait Photos, and Face Data: Users can upload their selfies, portrait photos, and face data voluntarily to utilize specific features of our Apps. These photos are considered personal data and are treated with heightened privacy and security measures.
- b) Usage Data: Information on how the App is accessed and used, such as the time spent on the App, the features used, and the frequency of use.
- c) Device Information: Information about the device using the App, such as the operating system, hardware model, and device settings. This information is collected in a way that does not personally identify the user.
- d) Location Information: General location information derived from IP addresses or other data to understand where our App is being used. This information is collected in aggregate form and does not identify any individual user.

## **2- Use of Collected Data**

The data we collect is used in various ways, including:

a)Anonymized and Aggregated Data: To enhance, improve, and customize the user experience on our Apps. This includes analyzing app performance, usage trends, and user engagement, as well as developing new features, functionalities, and services.

b)Personal Data (Selfies, Portrait Photos, and Face Data): The uploaded photos are processed on our backend servers, where our technology applies filters and styles using artificial intelligence models. This personal data is used solely for the purpose of providing the requested service by the user and is not used for any other purpose.

### 3- Data Sharing and Disclosure

a) Anonymized Data: We do not share, sell, rent, or disclose any anonymized data collected through our Apps to third parties, except as described in this policy or as required by law.

b) Personal Data: The selfies, portrait photos, and face data uploaded by users are transmitted to a third-party GPU server under encryption for processing. These photos are not shared with any other third parties and are deleted immediately after the styling or filtering process is completed.

c) Enhance, improve, and customize the user experience on our Apps.

d) Analyze app performance, usage trends, and user engagement.

e) Develop new features, functionalities, and services.

### 4- Data Retention

a) Anonymized Data: Retained for as long as necessary to fulfill the purposes for which it was collected, to provide our services, resolve disputes, establish legal defenses, conduct audits, pursue legitimate business purposes, and comply with applicable laws.

b) Personal Data (Selfies, Portrait Photos, and Face Data): Deleted immediately after the process of styling or adding an AI filter to the photo is completed, ensuring that no personal data is stored longer than necessary for the provision of the service.

## 5- Security

We are committed to ensuring the security of the data collected through our Apps, including both anonymized data and personal data. We implement appropriate technical and organizational measures to protect the data from unauthorized access, alteration, disclosure, or destruction, especially focusing on the sensitive nature of personal data like selfies or portrait photos.

## 6- Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We encourage users to review this policy periodically to stay informed about how we are protecting the data we collect.

## 7- Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at: [tangnanus@gmail.com](mailto:tangnanus@gmail.com)

## 8- App Store Requirements

We adhere to the privacy guidelines and requirements set forth by the Apple App Store for the collection and use of data, ensuring full compliance with their standards and protecting our users' privacy and personal data.