

At Styled, we take your privacy seriously. This Privacy Policy outlines how we collect, use, store, and protect your information when you use our app. By using Styled, you agree to the terms outlined in this document.

1. Information We Collect

We collect personal data from users to provide personalized styling recommendations and enhance your experience with the app. The types of data we collect are:

1.1 User Photo Uploads

- **What we collect:** When you upload photos to Styled, we collect and store these photos to provide styling suggestions and personalized recommendations.
- **Why we collect it:** We use your photos to analyze fashion styles and provide you with personalized fashion tips.

1.2 Pinterest Boards

- **What we collect:** If you connect your Pinterest account, we collect data from your Pinterest boards such as images and board names.
- **Why we collect it:** This information is used to understand your style preferences and provide better recommendations tailored to your taste.

2. How We Use Your Information

We use the data we collect to:

- Provide personalized styling suggestions based on your uploaded photos and Pinterest boards.
- Improve the overall experience and performance of Styled.
- Ensure our services are relevant to your preferences and interests.

3. Data Storage and Security

Your data is securely stored on **Firebase**, a cloud service provided by Google. Firebase provides industry-leading security practices, including encryption and access control measures to protect your data. Despite our best efforts, no system is completely secure, and we cannot guarantee the absolute security of your information.

4. Data Sharing

We do not sell or share your personal information with third parties, except:

- When required by law.
- To trusted third-party service providers (e.g., Firebase) that help us operate Styled, provided they agree to keep your information confidential and secure.

5. Your Rights

You have the following rights regarding your personal data:

- **Access and Rectification:** You can request access to the personal data we hold about you and ask for it to be corrected if it is inaccurate.
- **Data Deletion:** You can request the deletion of your photos and Pinterest data at any time.
- **Withdrawal of Consent:** You may withdraw your consent to collect your Pinterest data by disconnecting your Pinterest account within the app settings.

6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any significant changes by posting the new policy within the app and updating the effective date.

7. Contact Us

If you have any questions or concerns about this Privacy Policy or your data, please contact us at:

Email: dteh@andrew.cmu.edu