

Data Privacy Policy

Last Updated: September 13, 2024

DesignScout is committed to protecting your privacy. This Data Privacy Policy explains how we collect, use, and share your personal information when you use our platform and services, including the website located at <https://designscout.ai/>. By accessing or using our Platform, you consent to the practices described in this Privacy Policy.

1. Information We Collect

We collect the following types of information when you use our Platform:

- **Personal Information:** Includes your name, email address, account details, and payment information that you provide during registration or transactions.
- **Usage Data:** Information about your interactions with the Platform, including assessment results, AI analysis, feedback, and other content you create or interact with.
- **Technical Data:** Includes your IP address, device type, browser type, and operating system.

2. How We Use Your Information

We use your information to:

- Provide and maintain the Platform and Services.
- Process transactions and manage your account.
- Improve, personalize, and develop our Platform, including AI features and feedback tools.
- Communicate with you about updates, promotions, and news related to DesignScout.
- Conduct research and analysis to improve our products and services.

3. Data Sharing and Disclosure

We do not sell or rent your personal information to third parties. However, we may share your information in the following circumstances:

- **Service Providers:** We may share information with third-party service providers who assist us in operating the Platform, conducting business, or providing services to you.
- **Legal Requirements:** We may disclose information if required to do so by law or in response to valid requests by public authorities.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your personal information may be transferred as part of the business assets.

4. AI Training and Data Usage

Your assessment data, including interactions and feedback, may be used to improve our AI models and enhance the accuracy of our Services. This helps us provide better insights and analysis tailored to user needs. By using our Platform, you consent to this usage unless you specifically opt-out.

Opt-Out of Data Sharing for AI Training:

If you do not wish for your data to be used for training our AI models, you may opt-out by adjusting your account settings or contacting us directly at hello@designscout.ai. Please note that opting out may affect the quality and personalization of the feedback and services provided.

5. Data Security

We take data security seriously and implement appropriate measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by applicable laws and regulations.

7. Your Rights

Depending on your location, you may have certain rights regarding your personal information, including the right to access, correct, or delete your data, and the right to object to or restrict certain processing activities.

To exercise your rights, please contact us at designscout.ai. We will respond to your request within the time frame required by applicable laws.

8. Third-Party Websites

Our Platform may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policies of any third-party websites you visit.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the “Last Updated” date at the top.

10. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at designscout.ai

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