

PRIVACY POLICY

Version 1.0

1. Introduction

Welcome to **Aesthetics AI** ("the Application", "the Platform", "we", "our", or "us").

Your privacy is important to us.

Aesthetics AI is designed to provide personalized skincare, haircare, and beauty guidance using artificial intelligence while respecting your privacy and maintaining transparency regarding how your personal information is collected, used, stored, and protected.

This Privacy Policy explains:

- what information we collect;
- why we collect it;
- how we use it;
- how long we keep it;
- when it may be deleted;
- and the choices you have regarding your personal information.

By creating an account or using the Application, you acknowledge that you have read and understood this Privacy Policy.

2. Our Privacy Principles

Protecting your personal information is one of our core responsibilities.

In particular, we recognize that facial photographs and personalized beauty information are sensitive personal data deserving careful handling.

Our privacy practices are guided by the following principles:

- We collect only the information reasonably necessary to provide our services.
- We use your information only for the purposes described in this Privacy Policy.
- We do not sell your personal information.
- We do not use your facial photographs for advertising purposes.

- We do not use your uploaded photographs to train artificial intelligence models without your explicit consent.
 - We strive to provide you with meaningful control over your personal information.
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3. Information We Collect

Depending on how you use the Application, we may collect the following categories of information.

Account Information

Including, where applicable:

- name or display name;
 - email address;
 - account identifier;
 - encrypted or securely stored authentication credentials.
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Beauty Profile Information

Information voluntarily provided by you, including:

- selected beauty goals;
 - skincare preferences;
 - haircare preferences;
 - recommendation settings;
 - disabled recommendation categories;
 - personal beauty priorities.
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Facial Photographs

The Application allows Users to upload photographs of their face.

These photographs may include:

- initial profile photographs;
- progress photographs;
- comparison photographs;

- photographs used for virtual hairstyle, makeup, or hair colour simulations.
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AI Analysis Information

The Application may generate information including:

- skin appearance analysis;
- hair appearance analysis;
- beauty profile assessments;
- personalized recommendations;
- historical comparison data;
- progress reports;
- compatibility analyses;
- Beauty Timeline records.

These analyses are automatically generated by artificial intelligence in response to your use of the Application.

Device Information

We may automatically collect limited technical information including:

- device type;
- operating system;
- application version;
- language preferences;
- crash reports;
- diagnostic information;
- security logs.

This information helps us improve application reliability and security.

Location Information

If you grant permission, the Application may collect approximate or precise location information.

Location information is used solely to:

- identify nearby Marketplace providers;
- improve location-based services requested by you.

Location services may be disabled through your device settings, although some features may become unavailable.

Subscription Information

When you purchase a subscription, payment processing is performed by the applicable app store or authorized payment provider.

We do not receive or store your complete payment card details.

We may receive limited information necessary to verify subscription status, including:

- transaction identifiers;
- subscription status;
- renewal dates;
- purchase confirmation.

4. Why We Collect Your Information

We collect personal information only where reasonably necessary to operate the Application and provide the services you request.

Your information may be used to:

- create and manage your account;
- provide personalized AI analyses;
- generate personalized skincare recommendations;
- generate personalized haircare recommendations;
- maintain your Beauty Timeline;
- compare historical photographs;
- personalize recommendations according to your goals;
- provide virtual hairstyle, makeup, and hair colour simulations;
- improve Application performance;

- detect abuse and maintain security;
- comply with legal obligations.

We do not collect personal information for purposes unrelated to the operation of the Application without your consent.

5. Information We Do Not Sell

We believe your personal information belongs to you.

Accordingly:

- we do not sell your personal information;
 - we do not sell your facial photographs;
 - we do not sell your Beauty Timeline;
 - we do not sell your personalized AI analyses;
 - we do not provide Marketplace sellers with your facial photographs or personal beauty profile except where you explicitly request or authorize such sharing in a future feature.
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6. Artificial Intelligence Processing

Artificial intelligence is a core component of the Application.

When you upload photographs or provide beauty-related information, your data may be processed by AI technologies to generate the personalized services you request.

This processing may include:

- facial landmark detection;
- skin appearance analysis;
- hair appearance analysis;
- personalized beauty profiling;
- progress comparison;
- recommendation generation;
- virtual appearance simulations;
- product compatibility analysis.

AI processing is performed solely to provide the requested functionality of the Application.

7. Your Choices

You remain in control of many aspects of your personal information.

Subject to applicable law and technical limitations, you may:

- update your beauty goals;
- modify recommendation preferences;
- disable recommendation categories;
- manage location permissions;
- delete uploaded photographs;
- delete your account;
- discontinue your subscription.

Some Application features may become unavailable if certain permissions or information are removed.

8. Data Retention

We retain personal information only for as long as it is reasonably necessary to provide the services requested by you, comply with legal obligations, resolve disputes, enforce our agreements, and maintain the security of the Application.

Retention periods vary depending on the type of information and the purpose for which it was collected.

9. Beauty Timeline Storage

The Application stores your uploaded photographs, AI analyses, progress history, and personalized beauty information to provide features including:

- Beauty Timeline;
- historical comparisons;
- progress tracking;
- personalized recommendations;
- virtual appearance simulations.

These records are stored solely to support your personal experience within the Application.

10. Subscription Expiration & Data Retention

When your subscription expires, your account enters a thirty (30) day Grace Period.

During this period, your personal Beauty Timeline and related information remain available if you reactivate your subscription.

If your subscription is not reactivated before the Grace Period expires, your stored photographs, Beauty Timeline, AI analyses, recommendation history, personalized beauty profile, virtual try-on history, and related service data may be permanently deleted.

Permanent deletion may not be reversible.

11. Account Deletion

You may permanently delete your account at any time through the Application settings.

When you request account deletion, we will delete or permanently anonymize your personal information within a reasonable period, except where retention is required by applicable law.

Certain limited information may be retained where reasonably necessary for:

- legal compliance;
 - fraud prevention;
 - payment verification;
 - enforcement of contractual obligations;
 - dispute resolution.
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12. Security

We take the security of your personal information seriously.

We implement administrative, technical, and organizational safeguards that are reasonably designed to protect personal information against:

- unauthorized access;

- accidental disclosure;
- alteration;
- destruction;
- unlawful processing.

Although we continuously improve our security practices, no method of electronic storage or internet transmission can be guaranteed to be completely secure.

Accordingly, absolute security cannot be guaranteed.

13. International Data Processing

The Application may process or store personal information using cloud service providers and technical infrastructure located in different countries.

Where personal information is transferred internationally, we take reasonable steps to ensure that appropriate safeguards are applied in accordance with applicable data protection laws.

By using the Application, you acknowledge that your information may be processed in countries outside your country of residence.

14. Third-Party Services

The Application may rely on carefully selected third-party service providers to operate certain functions, including:

- cloud hosting;
- authentication services;
- subscription verification;
- payment processing;
- analytics;
- application performance monitoring;
- security services.

These providers receive only the information reasonably necessary to perform the services requested on our behalf.

They are not permitted to use your personal information for their own independent marketing purposes.

15. Children's Privacy

The Application is not intended for children under the minimum age required by applicable law.

We do not knowingly collect personal information from children where parental consent is legally required.

If we become aware that personal information has been collected in violation of applicable law, we will take reasonable steps to delete that information.

16. Your Privacy Rights

Depending on your country of residence and applicable law, you may have the right to:

- access your personal information;
- correct inaccurate information;
- update your personal information;
- delete your personal information;
- withdraw previously granted consent where applicable;
- restrict certain processing activities;
- object to certain processing activities;
- request a copy of your personal information in a portable format where technically feasible.

Requests may be subject to identity verification before processing.

17. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- improvements to the Application;
- new features;
- legal or regulatory changes;

- security improvements;
- operational requirements.

The updated version will become effective upon publication unless otherwise required by applicable law.

Where legally required, we will provide additional notice before material changes become effective.

Continued use of the Application after the effective date constitutes acceptance of the updated Privacy Policy.

18. Contact Us

If you have questions regarding this Privacy Policy or our privacy practices, you may contact us through the official support channels provided within the Application or on our official website.

We will make reasonable efforts to respond to legitimate privacy-related inquiries within an appropriate timeframe.

19. Our Privacy Commitment

Your trust is essential to the continued success of Aesthetics AI.

We believe that personalized artificial intelligence should enhance personal decision-making without compromising individual privacy.

For that reason, we are committed to handling your personal information responsibly, processing only the information reasonably necessary to provide the services you request, and continuously improving both our technology and our privacy practices as the Application evolves.