

Privacy Policy

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Contact Information:

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1. Introduction

We at Wearthe value your privacy and are committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information when you use our iOS application, "Wearthe".

2. Data Collection and Use

1. Personal Data Collected:

- **Emails:** Collected only when users voluntarily provide them for receiving updates about new features and participating in customer development interviews.
- **Location Data:** Collected to deliver weather-appropriate outfits tailored to the user's current location.

2. Purpose of Data Collection:

- To provide core functionality, such as weather-based outfit recommendations.
- To inform users about app updates and engage in customer development activities (emails).

3. Legal Basis:

- Data is processed based on explicit user consent provided on the first screen of the application during the initial setup.

3. Third-Party Services

Wearthe integrates the following third-party services:

1. Google Geocoding API and Google Places API:

- These services provide location-based data required for core functionality.

2. Posthog Analytics:

- Used to track custom events and record user sessions. Data is anonymized, and session recordings exclude any user-provided inputs.
- Data is processed and stored exclusively within the European Union.

4. Data Retention

- **Emails:** Retained for as long as necessary to fulfill the purposes stated or until a deletion request is received.
- **Analytics Data (via Posthog):** Retained for 1 year.

5. User Rights

Under the GDPR, users have the following rights: **1. Access:** Users may request access to their personal data by emailing legal@wearthe.app. **2. Deletion:** Users may request the deletion of their personal data by contacting legal@wearthe.app. **3. Withdrawal of Consent:** Users may withdraw consent for data processing at any time. However, this may impact the app's functionality.

6. Cookies and Tracking

- Posthog analytics uses auto-generated, anonymous IDs for tracking user sessions. These IDs are not linked to users or their devices, ensuring anonymity.

7. Updates to the Privacy Policy

- Users who have shared their email will receive updates via email. Users who have not shared their email will receive in-app notifications about any changes to this Privacy Policy.

8. Age Restrictions

- The app is intended for users aged 13 and older. By using the app, users confirm they meet this age requirement.

9. Dispute Resolution

- Any disputes will be resolved under Polish law in the competent courts of Warsaw, Poland.