

PRIVACY POLICY

We are Style Me App Limited with company number 14165848 and registered address of 26-28 Hammersmith Grove, London, UK, W67BA. We are a digital wardrobe in the phone that allows users to create outfit combinations using the existing clothes, share it with their friends and get ideas on how to mix and match the already owned items to create great outfits. The application helps to consume more mindfully and care about the environment by a more conscious approach to the shopping. This privacy policy explains how we process the personal data we collect from you on our app and website. If you have any questions about this privacy policy, including any requests relating to your legal rights, please contact us at sma@style-me.app

DATA GATHERED BY STYLE ME APP

The information the company collects, helps to enrich the user experience and to the further development of the application. Style Me App collects personal information when you sign up for an account. The information includes data such as name, surname, username. We request other permissions in the application, such as using a camera and access to photos. We ask for these permissions to collect information about your wardrobe items and help to create the best outfits without the need to constantly buy new clothes, reducing waste all over the world. You can choose not to provide any information that is affirmatively requested of you. However, this may limit your ability to use the service. We require your email address during the registration, so that we can contact you regarding the Style Me App, such as news, notifications, updates or new product or service announcements.

COOKIES INFORMATION

When you visit websites regarding the service, we may send one or more cookies — a small text file containing a string of alphanumeric characters — to your computer that uniquely identifies your browser and allows the Company to help you log in faster and enhance your navigation through the site. The user can reset the web browser to deny all cookies or to indicate when a cookie is being sent. But, some features of the service may not be available or function right in case of the denial of cookies.

LOG FILE INFORMATION

Log file information is automatically reported by the browser every time you visit the web site. When you register with or access the web page, the servers will record particular information that your browser sends automatically. The information may include web request, Internet Protocol (“IP”) address, browser type, referring/exit pages and URLs, number of clicks, domain names, landing pages, pages viewed, and other such information.

UPDATING OR EDITING INFORMATION

Users can change, add or remove any personal information any time they want, by logging into their account, through Edit Profile, as well as delete the account. Through the email communication the user will be updated about news, new products, special offers and more. The users are able to unsubscribe from the e-newsletter opportunity, following the instructions at the bottom of the email.

LINKS TO OTHER SITES

Style Me App and website may contain other third party links, for which privacy practices the company is not responsible. The user should read or refer to the privacy policies of that third party.

When you connect with us on social media. When you connect with us on social media including on Twitter, Instagram, Facebook and LinkedIn we will collect your social media handle, name and email address under our legitimate interest to engage with you. Technical information when you use our website or app. When you consent, we collect information about how you use our website or app. We use this information to improve our website and app and to better understand how people use them. More detail on the information we collect and how we do this is set out in our cookie policy. To continue to provide our services to you in the event our business is sold. In order to ensure we can continue to provide our services to you by a prospective buyer, we may process your personal data where we have a legitimate interest to do so. If you object to our use of your personal data in this way, the buyer of our business may not be able to provide services to you.

WHO DO WE SHARE YOUR DATA WITH?

We may share your personal data with third parties such as:

- our business partners, suppliers and subcontractors;
- our professional advisors including our lawyers, banks, auditors or insurers;
- law enforcement, government and regulatory agencies or other third parties as required by applicable law or regulation;
- event organisers (please note we do not sell your data for marketing purposes);
- prospective buyers of our business.

WHERE IS MY DATA STORED?

We store your personal data in the UK. If we need to transfer your personal data outside of the UK and the EU, for example to one of our suppliers, we will ensure

such transfer complies with applicable data protection law. Please contact us if you would like to learn more.

HOW LONG DO WE KEEP YOUR DATA FOR?

We will only retain your personal data for as long as we need it to fulfill the purposes for which we collected it. We may be required to keep your data for longer to comply with our legal, accounting or regulatory requirements.

WHAT ARE MY RIGHTS UNDER DATA PROTECTION LAW?

You have various other rights under applicable data protection laws, including the right to:

- **access** your personal data (also known as a “subject access request”);
- **correct** incomplete or inaccurate information we hold about you;
- ask us to **erase** the personal data we hold about you;
- ask us to **restrict** our handling of your personal data;
- ask us to **transfer** your personal data to a third party;
- **object** to how we are using your personal data; and
- **withdraw** your consent to us handling your personal data.

Please keep in mind that data protection law is complicated, and these rights will not always be available to you all of the time. You also have the right to lodge a complaint with us or the Information Commissioner’s Office, the supervisory authority for data protection issues in England and Wales. If you are based outside of England and Wales, you can find your relevant supervisory authority here. If you have any questions about when these rights will apply to you, please do get in touch with us at sma@style-me.app

PRIVACY POLICY CHANGE

From time to time we may make changes to our privacy policy. If we alter our privacy policy in any way we will post those changes here. If we make any substantial changes in the way we use your personal data, we will post those changes on our website. When you use the Style Me App to provide personally identifiable information, you consent to the collection and use of that information in accordance with this privacy policy. If you have any concerns, questions, regarding this policy, feel free to contact us at sma@style-me.app