

Privacy Policy – Fashio AI

Last Updated: March 6, 2026

Fashio AI ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you use our mobile applications and services (the "Services"). Our Services are designed for users aged 17 and older.

1. Information Collection

User-Uploaded Images: To provide our core AI fashion visualization features, users may upload photos of clothing or themselves. These images are processed on secure servers solely to generate AI-based previews. We do not use these images for marketing, user identification, or any purpose outside of the app's functionality.

Anonymous User ID: We assign a unique, non-personally identifiable ID to each user. This allows us to link your uploaded content to your specific session without requiring sensitive personal data like your name, phone number, or email address.

Device Identifiers: We collect your device's advertising identifier (IDFA on iOS) to measure the effectiveness of our marketing campaigns on platforms such as Instagram and Facebook. This data is shared with Meta Platforms, Inc. solely for advertising attribution purposes.

2. Purpose of Data Processing

Core Functionality: We process your images exclusively to deliver AI-generated fashion transformations, virtual try-ons, and mannequin visualizations.

Marketing Attribution: We use device identifiers and app event data (such as app opens and feature usage) to measure and optimize our advertising campaigns on Meta platforms (Instagram/Facebook). We do not display third-party ads within the app.

3. Third-Party Analytics and Advertising (Meta SDK)

Our app integrates the Meta (Facebook) SDK to send anonymized app events to Meta Platforms, Inc. This allows us to understand how users discover and interact with Fashio AI and to optimize our Instagram and Facebook advertising campaigns.

What is collected: Device ID (IDFA), app events such as app launches and feature interactions.

Purpose: Advertising attribution and campaign optimization — not for displaying ads inside the app.

Your choice: On iOS, you will be asked for permission via Apple's App Tracking Transparency (ATT) prompt. You may deny tracking at any time in your device Settings → Privacy → Tracking.

Meta's privacy policy: <https://www.facebook.com/privacy/policy/>

4. Data Storage, Security, and Retention

Industry-Standard Security: Your data is protected using encrypted storage and industry-standard security protocols to prevent unauthorized access.

Short-Term Retention: Images uploaded for AI processing are stored temporarily. Once the AI model has completed the generation (typically within 1 hour), the original facial data and source images are permanently deleted from our servers.

Access Control: Access to processing servers is strictly restricted to authorized technical personnel and is subject to regular security audits.

5. Facial Data Collection and Usage

In compliance with global privacy standards (including Apple's Guideline 5.1.1):

No Biometrics: We do not extract biometric templates or facial recognition points intended for identity verification.

Usage: Facial data is used strictly as a visual reference for AI "try-on" features.

Third-Party Disclosure: We never sell, rent, or share facial data with third-party advertisers or data brokers. Processing is handled internally or via highly secure, vetted infrastructure partners under strict confidentiality.

6. Credit System and In-App Purchases

Pay-as-you-go Credits: Credits purchased individually as one-time in-app purchases are yours permanently and do not expire.

Subscription Credits: Credits included as part of a subscription plan are available during the active subscription period. They are renewed each billing cycle along with your subscription and do not carry over if the subscription is cancelled or not renewed.

Secure Transactions: All purchases are handled through secure, encrypted payment gateways (Apple App Store / Google Play Store).

7. Children's Privacy

Fashio AI is intended for a mature audience (17+). We do not knowingly collect data from children under the age of 13. If we become aware that a child has provided us with personal data, we will take immediate steps to delete such information.

8. User Rights and Data Deletion

You have full control over your data. You may:

Request the immediate deletion of your account or any uploaded content.

Withdraw consent for data processing at any time.

Opt out of ad tracking via iOS Settings → Privacy → Tracking.

To exercise these rights, please contact us at: hi@fashiolabs.com

9. Policy Updates

We may update this Privacy Policy periodically to reflect changes in technology or legal requirements. Significant changes will be notified via an in-app announcement. Continued use of Fashio AI constitutes acceptance of the updated terms.

10. Contact Us

For any questions regarding your privacy, please reach out to:

Email: hi@fashiolabs.com