

klosiq

Privacy Policy

Effective Date: June 4, 2026

1. Introduction

Klosiq Canada Inc. (“Klosiq,” “we,” “us,” or “our”) operates the Klosiq mobile application (the “App”), an AI-powered wardrobe management and outfit recommendation platform. We are committed to protecting the privacy of our users (“you”) and handling your personal information with transparency and care.

This Privacy Policy explains what data we collect, how we use it, who we share it with, and what rights you have. It applies globally and is designed to comply with applicable privacy laws including Canada's Personal Information Protection and Electronic Documents Act (PIPEDA), the EU/UK General Data Protection Regulation (GDPR), and the California Consumer Privacy Act (CCPA).

For the purposes of applicable privacy laws, including GDPR and UK GDPR, Klosiq Canada Inc. acts as the Data Controller for personal information processed through the App.

2. Information We Collect

2.1 Information You Provide

- Account information: name, email address, and password when you register.
- Profile details: style preferences, body measurements (if provided voluntarily), and clothing size information.
- Wardrobe content: photographs and metadata of garments you upload to the App.
- Communications: messages you send to our support team.

2.2 Biometric Information

- We use your selfie only to confirm that the same person taking the full-body photo is the one using the App.
- This verification is solely a security check to ensure no one else is using the App on your behalf.
- The verification happens entirely on your device.
- We never upload, store, or save your selfie on our servers.
- We do not use your photos to identify you, perform facial recognition, or build any biometric profile.
- Beyond this verification step, your photos are used only for managing your wardrobe, suggesting outfits, and powering the virtual try-on feature.

2.3 Information We Collect Automatically

- Device information: device type, operating system, and unique device identifiers.
- Usage data: features accessed, session duration, and in-app interactions.
- Log data: IP address, browser or app type, and error reports.

2.4 Information from Third Parties

If you connect third-party services (e.g., social login), we may receive basic profile information from those providers, subject to their own privacy policies.

3. How We Use Your Information

We use your information to:

- Provide, operate, and improve the Klosiq App and its features.
- Generate personalized outfit recommendations using our AI scoring engine.
- Process account registration and manage your user profile.
- Respond to your support requests and communicate with you about your account.
- Send product updates, newsletters, and promotional content (where you have opted in).
- Conduct analytics to understand how users interact with the App and improve our services.
- Comply with legal obligations and enforce our Terms and Conditions.

AI Processing Transparency:

- The Klosiq App uses AI and machine learning to look at your wardrobe photos, clothing details, and style preferences. We do this to sort your clothes, suggest outfits, and power the virtual try-on feature.
- Certain recommendations within the App are generated through automated processing. These recommendations are intended solely to provide styling suggestions and do not produce legal, financial, employment, insurance, healthcare, or other similarly significant effects on users.
- We do not use your uploaded photos, wardrobe content, or personal style information to train artificial intelligence or machine learning models without your explicit consent.

4. Legal Bases for Processing (GDPR)

For users in the EU and UK, we process your personal data on the following legal grounds:

1. **Contractual necessity:** to deliver the services you signed up for.
2. **Legitimate interests:** to improve the App, prevent fraud, and ensure security.
3. **Consent:** for marketing communications and any optional data uses.

4. **Legal obligation:** where required by applicable law.

5. How We Share Your Information

We do not sell your personal information. We may share data with:

1. **Service providers:** trusted third parties who assist in operating the App (e.g., cloud hosting, analytics, customer support), bound by confidentiality obligations.

We use Google Cloud Platform to run our app infrastructure and Firebase Authentication to handle user logins and in-app notifications.

2. **Business partners:** only where necessary and with appropriate safeguards in place.
3. **Law enforcement or regulatory bodies:** where required by law or to protect our legal rights.
4. **Successors:** in the event of a merger, acquisition, or sale of assets, your data may be transferred as part of that transaction. We will notify you in advance.

6. Data Storage and International Transfers

Your data may be stored and processed in Canada, the United States, or other countries where our service providers operate. Where we transfer data outside your jurisdiction, we ensure appropriate safeguards are in place, including standard contractual clauses where required under GDPR.

7. Data Retention

We retain your personal data for as long as your account is active or as necessary to provide our services. If you delete your account, we will delete or anonymize your data within 90 days, unless we are required to retain it for legal or regulatory purposes.

Different categories of information may be retained for different periods depending on legal, operational, security, and business requirements. Authentication records, support communications, audit logs, and user-generated content may be retained for varying periods consistent with these purposes.

8. Your Privacy Rights

Depending on your location, you may have the right to:

1. Access the personal data we hold about you.
2. Correct inaccurate or incomplete data.
3. Request deletion of your personal data ("right to be forgotten").
4. Restrict or object to certain processing activities.

5. Data portability — receive your data in a structured, machine-readable format.
6. Withdraw consent at any time, where processing is based on consent.
7. Opt out of the sale of personal information (applicable under CCPA; note: we do not sell data).
8. Lodge a complaint with a supervisory authority (e.g., your national data protection authority in the EU, or the Office of the Privacy Commissioner of Canada).

To exercise any of your privacy rights, you may submit a request by contacting us at privacy@klosiq.com. We may need to verify your identity before processing your request. We'll handle your request in line with applicable privacy laws.

9. Cookies and Tracking Technologies

Our App may use cookies, local storage, and similar technologies to maintain session state, remember preferences, and collect analytics data. You can control cookie settings through your device or browser settings. Certain features of the App may not function correctly if cookies are disabled.

10. Children's Privacy

The Klosiq App is not directed to children under the age of 13 (or under 16 in the EU/UK). We do not knowingly collect personal information from children. If we become aware that a child has provided us with personal data, we will delete it promptly.

11. Security

We implement reasonable technical and organizational safeguards to protect your personal data against unauthorized access, loss, or disclosure. However, no method of transmission or storage is completely secure. We encourage you to use a strong, unique password and to contact us immediately if you suspect unauthorized access to your account.

- Most of your wardrobe data—including photos, preferences, and content—is stored locally on your device, and we don't have access to it.
- For the limited information stored on our servers, we use security measures including:
 - Encryption in transit and at rest.
 - Access controls.
 - Authentication.
 - Ongoing monitoring.
- These measures are designed to keep your data safe from unauthorized access or misuse.

12. Security Incident Response

If there's ever a security incident that affects your personal information, we'll look into it and notify you and the relevant authorities as the law requires.

13. Virtual Try-On Processing

When you use the virtual try-on feature, your images are processed temporarily just to show you the outfit visualization. We don't use those images for anything else.

14. User-Controlled Local Storage

A lot of your wardrobe data—photos, preferences, and other content—is stored directly on your device. You're in control of it. You can remove it anytime by deleting the content or uninstalling the App.

15. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the Effective Date at the top of this document and notify you via email or in-app notification where the changes are material. Continued use of the App after changes are posted constitutes your acceptance of the updated policy.

16. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact:

Klosiq Canada Inc.

Email: privacy@klosiq.com

Ontario, Canada

klosiq.com · privacy@klosiq.com