Privacy Policy for Cherii

Effective Date: February 6, 2026
Domain: https://cherii.app

Welcome to Cherii, an AI-powered outfit generation platform designed to help you style smarter using what you already own. This Privacy Policy explains how Cherii collects, uses, shares, and protects your information when you use our mobile application or visit our website.

1. Information We Collect

a. Information You Provide
- Account Information: Your name, email address, and preferences when you create an account.
- Closet Uploads: Images of clothing items that you upload to your account.
- Style Inputs: Prompts, messages, or preferences you provide to the AI.

b. Information Collected Automatically
- Device information (such as device type, operating system, and browser)
- Usage and activity logs (including access times, feature usage, and crash reports)
- Cookies or similar technologies used for analytics and improving your experience

2. How We Use Your Information

We use your information to provide personalized outfit recommendations, improve our AI models and product features, operate and maintain the platform, provide customer support, prevent abuse, and send service-related and promotional communications (with your consent).

3. Sharing Your Information

Cherii does not sell your personal information. We may share your information with trusted service providers, legal authorities when required, and successor entities in the event of a business transaction.

4. Your Rights and Choices

You may access, update, or delete your information, request account deletion, and opt out of promotional communications.

5. Data Retention and Security

We retain your data as long as your account is active or as necessary and use reasonable safeguards such as encryption and access controls.

6. Children's Privacy

Cherii is not intended for children under the age of 13 and does not knowingly collect personal data from children.

7. Policy Updates

We may update this policy and will notify you if significant changes occur.

8. Contact Us

Email: support@cherii.app
Website: https://cherii.app