

****Privacy Policy****

****Effective Date:**** 10 December 2025

StylSpot Pty Ltd (“StylSpot”) ("we," "our," "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and protect your personal data when you visit our website [<https://stylspot.com/>], use our services, or otherwise interact with us.

We are dedicated to compliance with the General Data Protection Regulation (GDPR) and other applicable privacy laws.

1. **Who We Are**

StylSpot
5 McHatton St Waverton
info@stylspot.com
david@stylspot.com

For the purposes of this Privacy Policy, StylSpot is the ****data controller**** of your personal data.

2. **What Data We Collect**

We collect personal data that you provide to us directly when you interact with the StylSpot Mobile App, as well as data we collect automatically through your use of our website or services. The data we collect includes:

StylSpot Mobile App Data

1. Personal Information

- **Name:** First name and last name
- **Email Address:** Used for account verification, account creation and profile information or optional push notifications. We also use your email to contact you from time to time, including where there has been an update to this Privacy Policy or our Terms of Service.
- **Date of Birth:** Used to personalise content for users in the StylSpot Mobile App.
- **Gender:** Used to personalise content for users in the StylSpot Mobile App.
- **Home City:** An optional entry for the user to share the city they live in.

- **Style Preferences:** Users can pick styles to use the StylSpot Mobile App.

2. Account and Profile Information

- **Username and Password (encrypted):** For user authentication. For security purposes, Stylspot will only receive an encrypted version of the user's password.
- **Profile Preferences:** Spots Joined, Outfits Liked, Brand Tags liked, Profiles followed, profiles that are following the user.
- **Profile Image:** If users upload a profile photo.

3. User-Generated Content

- **Photos:** Images of outfits to be used as Spot thumbnail cover pictures and cover pictures for user's profiles.
- **Videos:** Videos of outfits posted by the user.
- **Outfit Information:** Clothing details, such as brand, type, color, and material, that users may input when sharing outfits or shopping.
- **Saved Items or Collections:** Data on items users save or like for future reference.
- **Recommendations:** The StylSpot Mobile App will provide recommended videos for each user to watch based on their interaction with other users' posted content in the StylSpot Mobile App.

4. Usage Data

- **App Interaction:** Information about how users navigate through the StylSpot Mobile App, including pages viewed, features used, and interactions with content.
- **Device Information:** Data about the device used to access the StylSpot Mobile App, including the device model, operating system, and app version.
- **Location Data** (if applicable): Geolocation data used to personalise recommendations, locate nearby stores or events, or target location-based promotions.
- **Push Notification Preferences:** If the StylSpot Mobile App sends push notifications, this data will include user preferences for notifications.

5. Technical Data

- **IP Address:** To track users' location, prevent fraud, and for security purposes.

- **Device Information:** Data about the device used to access the StylSpot Mobile App, including device model, operating system, and app version.
- **Microphone and Audio Data:** Data collected from the microphone when users record or upload audio or video content. Users will be notified when the StylSpot Mobile App is using the microphone, and permissions must be granted by the user.
- **Camera and Video Data:** Data collected when users record or upload video content using their device's camera. This includes videos posted to the StylSpot Mobile App. Users will be notified when the StylSpot Mobile App is using the camera, and permissions must be granted by the user.
- **Location Data:** Geolocation data (GPS) used for location-based features, such as tagging content with a location, discovering nearby users, stores, or events, or personalising recommendations. This data may be collected when users share content, check-in to locations, or use location-based features. Users can manage location-sharing preferences within the StylSpot Mobile App.

6. Analytics

- **App Usage Metrics:** Data on how often the app is used, session duration, popular content, and user engagement.
- **Video Engagement:** Metrics related to user interactions with videos, including views, and likes.

3. **How We Use Your Data**

We use your personal data for the following purposes:

- **To provide and improve our services:** Provide customer support, and improve the user experience.
- **To communicate with you:** To send marketing communications (with your consent), provide updates, and respond to inquiries.
- **To personalize your experience:** To tailor content
- **To comply with legal obligations:** To comply with legal and regulatory requirements, and to protect our rights and interests.
- **For analytics and research:** To analyse usage patterns and improve our website and services.

4. **Legal Basis for Processing Your Data**

We process your personal data based on the following legal grounds:

- **Consent**: We may process your data if you have provided explicit consent (e.g., for marketing purposes).
- **Legal Obligation**: We process data where required by law.
- **Legitimate Interests**: We process data based on our legitimate business interests, provided that such interests do not override your rights and freedoms.

5. How We Share Your Data

We do not sell your personal data. However, we may share your data with the following parties:

- **Service Providers**: Third-party vendors who help us provide our services (e.g., payment processors, IT support, hosting services).
- **Legal Compliance**: Authorities or other entities as required by law, for example, to comply with a subpoena or legitimate legal request.
- **Business Transfers**: In the event of a merger, acquisition, or sale of assets, your data may be transferred as part of the transaction.

6. International Transfers of Your Data

Some of the recipients of your data may be located outside the European Economic Area (EEA). In such cases, we endeavour to ensure that appropriate safeguards are in place to protect your data, such as using standard contractual clauses

7. How Long We Keep Your Data

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law. After this period, your data will be securely deleted or anonymised.

8. Your Data Protection Rights

Under the GDPR, you have the following rights in relation to your personal data:

- **Right of Access**: You can request access to the personal data we hold about you.
- **Right to Rectification**: You can request correction of any inaccuracies in your personal data.

- **Right to Erasure**: You can request the deletion of your personal data (also known as the “right to be forgotten”).
- **Right to Restrict Processing**: You can request that we limit the processing of your personal data in certain circumstances.
- **Right to Data Portability**: You can request a copy of your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object**: You can object to the processing of your personal data, including for direct marketing purposes.
- **Right to Withdraw Consent**: If you have provided consent for certain types of processing, you can withdraw it at any time.

To exercise any of these rights, please contact us at info@stylspot.com. We will respond to your request within one month, as required by law. It is important to note that the exercising of your rights, such as the Right to Erasure, may affect our ability to provide you with our services.

9. Security of Your Data

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, disclosure, alteration, or destruction. However, no method of transmission over the internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the "Effective Date" at the top of this policy. If the changes are significant, we will provide notice on our website and/or email you.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

StylSpot
5 McHatton St Waverton
Email: info@stylspot.com
Phone: +61 488 411 200

For residents of the European Union, you also have the right to lodge a complaint with your local data protection authority if you believe we have infringed upon your rights under the GDPR.