



Privacy Policy

Effective Date: July 13, 2026

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Welcome to **What The Style** ("WTS", "the App", "we", "us", or "our"), a service provided by **Tempestronics**. We are committed to protecting your privacy and ensuring you have a positive experience when using our AI-powered virtual try-on and styling tools.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our application.

1. Information We Collect

1.1 Personal Data

We may collect personally identifiable information, such as: - **Registration Information:** Your email address, name, and profile picture (linked via Supabase Auth/Google OAuth). - **User Content & Metadata:** Descriptions of your wardrobe items, category tags, and styling notes are stored in our secure database to personalize your experience. - **Catalog Contributions:** When you name a wardrobe item or tag it with a brand, the item name and brand you enter may be normalized and added to a shared product and brand catalog that other users can search. These entries are treated as non-personal reference data; we retain a link to the account that first submitted an entry solely for moderation and abuse prevention. - **Google Drive Access:** When you connect your Google Drive, you grant WTS permission to access, store, and retrieve images within a dedicated application folder. These images are used solely for the purpose of virtual try-on and styling simulations. - **Billing Information:** Transaction history and credit balance (Atelier Credits).

1.2 Usage & Technical Data

- **IP Address:** Used for region detection and currency mapping.
- **Device Information:** Browser type, operating system, and usage patterns to optimize the styling experience.

1.3 Cookies & Analytics

We use cookies and similar technologies for authentication (keeping you signed in) and analytics (Google Analytics), which helps us understand how the App is used. Analytics cookies are set only after you consent via our cookie banner, and you can withdraw consent at any time. Essential cookies required for sign-in cannot be disabled.

2. How We Use Your Information

We use the collected information for: - **AI Synthesis:** Generating virtual try-on results using advanced synthesis models. - **Service Personalization:** Saving your style preferences and wardrobe. - **Catalog & Community:** Building a shared catalog of brands and products so item names stay consistent across the App, and, when you use group features such as Parties, comparing the items members own to coordinate or de-duplicate outfits. - **Billing:** Managing your Atelier Credits and processing top-ups. - **Security:** Preventing unauthorized access and fraud.



3. Data Storage and Processing

3.1 Synthesis & AI

Images uploaded for synthesis are processed by our AI infrastructure (including Google Gemini Pro models). These images are processed temporarily to generate results and are not used to train our models without your explicit consent.

3.1a Google API Limited Use Disclosure

What The Style's use and transfer of information received from Google APIs adheres to the Google API Services User Data Policy, including the Limited Use requirements. Specifically: we only access files that WTS itself creates in your Google Drive (via the `drive.file` scope); we use this data solely to provide the wardrobe, styling, and try-on features you request; we do not sell this data, use it for advertising, or allow humans to read it except with your consent, for security purposes, or as required by law.

3.2 Hybrid Storage Model (Google Drive or WTS Cloud)

WTS utilizes a hybrid storage architecture: - **Metadata:** Item descriptions, categorization, and generated style logs are stored on our servers via Supabase. - **Primary Media (default):** Your high-resolution wardrobe images are stored in your own Google Drive. WTS accesses these only when necessary to perform synthesis or display your library. - **WTS Cloud (optional):** If you opt into WTS Cloud storage, your wardrobe images are stored on our infrastructure (Supabase Storage) instead of Google Drive, subject to the same access controls and deletion rights described in this policy. - **Access Revocation:** You can disconnect your Google Drive at any time through the Settings panel, which will immediately terminate our access to your cloud media.

3.3 Data Retention

- **Account Data:** Retained as long as your account is active.
 - **Temporary Uploads:** Images uploaded directly to our servers (not via Google Drive) are automatically purged after 24 hours of inactivity.
 - **Catalog Entries:** Brand and product names contributed to the shared catalog are de-identified reference data and may be retained after your account is deleted, because they no longer identify you and are relied on by other users.
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4. Your Rights

Depending on your location (e.g., GDPR, CCPA), you may have the following rights: - **Access:** Request a copy of your personal data. - **Deletion:** Request that we delete your account and associated data. Anonymous catalog entries you contributed (brand and product names) remain in the shared catalog after deletion, as they no longer identify you. - **Portability:** Export your wardrobe and generated history.

5. Third-Party Services

We utilize the following trusted partners: - **Supabase:** For authentication and database management. - **Google Cloud:** For AI processing (Gemini models, image processing) and Drive integration. - **Netlify:** For hosting and infrastructure. - **Google Analytics:** For usage analytics (subject to your cookie consent). - **Dodo Payments:** Our merchant of record for credit purchases; Dodo processes your payment details, which never reach our servers.



5a. International Transfers

Our infrastructure is hosted primarily in the United States. If you use WTS from outside the US (including the EU/UK or India), your data will be transferred to and processed in the US under appropriate safeguards.

5b. Children's Privacy

WTS is not directed at children under 13 (or the higher age required by local law), and we do not knowingly collect data from them. If you believe a child has provided us personal data, contact us and we will delete it.

5c. AI-Generated Content

Virtual try-on images are AI-generated and may carry an invisible provenance watermark (such as Google SynthID) identifying them as synthetic media.

6. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us at:

Tempestronics Legal Team

Email: legal@tempestronics.com

Website: wts.vision