

VETIVER APP LLC

Privacy Policy

Effective Date: June 10, 2026

Last Updated: June 10, 2026

1. Introduction

Vetiver is a mobile application that provides personalized fragrance recommendations based on user preferences, environmental conditions, and behavioral data collected within the application. This Privacy Policy governs the collection, use, storage, and disclosure of personal information by Vetiver App LLC, a limited liability company organized under the laws of the State of New Jersey, United States ("Company," "we," "us," or "our").

This Policy applies to all users of the Vetiver mobile application and any associated features, including the home screen widget. By creating an account and using the application, you acknowledge that you have read and understood this Policy and consent to the practices described herein.

Contact: privacy@vetiver.love

2. Information We Collect

We collect only the information necessary to provide, maintain, and improve the Vetiver service. The categories of information we collect are set out below.

2.1 Account and Identity Information

Upon registration, we collect your email address and display name through our authentication partner, Clerk. This information is used solely for account identification and access management.

2.2 Fragrance Preference Data

During onboarding and through continued use of the application, we collect your stated scent preferences, including:

- Preferred scent profiles, accords, and fragrance families
- Scent characteristics you have indicated a preference to avoid
- Occasions and contexts in which you use fragrance
- Preferred sillage and longevity characteristics
- Specific fragrances you have previously used or evaluated

This information forms the basis of your personalized recommendation profile.

2.3 Location and Weather Data

To tailor fragrance recommendations to your current environmental conditions, the application accesses your device's native weather application and, where applicable, your device's location services. Specifically:

- The application reads current weather conditions (temperature, humidity, and similar data) from your device's weather application.
- You may alternatively provide your city or region manually to enable weather-based features without granting location access.
- Location and weather data are used exclusively to inform fragrance recommendations at the time of your request. We do not build a history of your locations, and we do not sell or share location data with third parties for marketing or advertising purposes.
- You may revoke location access at any time through your device settings. Doing so will not affect your ability to use the core features of the application, though weather-based recommendation features may be limited.

The home screen widget uses the same weather integration to surface fragrance suggestions for the day without requiring you to open the application. The data accessed through the widget is subject to the same limitations described above.

2.4 AI Advisor Conversation Data

When you interact with the Vetiver Scent Advisor, your full conversation history, including every message you submit and every response generated, is stored on our servers and transmitted to OpenAI for processing. Please refer to Section 5 of this Policy for a detailed description of how AI-generated data is handled.

2.5 Fragrance Journal Entries

Where you maintain a fragrance journal within the application, we store each entry you create, including the text of the entry, any mood or occasion tags you apply, the associated fragrance, and the date of the entry.

2.6 Wear Test Sessions

When you log a wear test, we store your per-stage ratings and any personal notes you record during the session, including your impressions at opening, dry-down, and over time.

2.7 Wardrobe and Shelf Data

When you add a fragrance to your wardrobe, we store the fragrance record, any personal notes associated with it, and the shelf or category to which it is assigned.

2.8 Credits and Promotional Code Records

We maintain a record of your current credit balance and all promotional codes you have redeemed. Redemption records include the code value, the date of redemption, and your account identifier. These records are retained to prevent duplicate redemption of the same promotional code.

2.9 Analytics Data

We use PostHog to collect pseudonymous analytics data about how users interact with the application. Analytics events are associated with your Clerk user identifier, not your email address or display name. Events we track include, but are not limited to:

- Initiation and completion of the onboarding process
- Completion of the preference quiz
- Navigation to fragrance detail pages
- Addition or removal of fragrances from your wardrobe

- Interactions with the AI Advisor, including session initiation, message submission, and receipt of recommendations
- Initiation of the subscription upgrade flow
- Redemption of promotional codes
- Logging of wear test sessions

We do not include your email address, display name, message content, or precise location in any analytics event.

2.10 Payment and Subscription Data

Subscription and entitlement management is handled through RevenueCat. The data involved in this process includes a stable, randomly generated per-device identifier that is created on your device upon first use and transmitted to RevenueCat when you initiate a purchase, as well as purchase receipts or tokens issued by Apple or Google to verify your entitlement.

We do not collect, store, or process your payment card number, card verification code, or bank account details. All payment transactions are processed directly by Apple or Google on their respective platforms.

2.11 Search Embeddings

When the Scent Advisor generates a recommendation, your preference profile is temporarily converted into a numerical vector and transmitted to Supabase to identify matching fragrances. These vectors are used only for the duration of the query and are not retained thereafter.

3. How We Use Your Information

We use the information described in Section 2 for the following purposes:

- To generate personalized fragrance recommendations based on your stated preferences, interaction history, and current environmental conditions.
- To operate the AI Advisor by transmitting your messages and preference context to OpenAI for the purpose of generating responses and recommendations.
- To improve recommendation quality across our user base by analyzing aggregated and de-identified preference and interaction data. This process does not identify you individually.
- To store and display your personal journal entries, wear test records, and wardrobe data within the application.
- To verify your subscription status and provide access to features associated with your plan.
- To understand how users navigate the application and to identify areas for improvement through product analytics.
- To prevent misuse of promotional codes and other fraudulent activity.
- To comply with applicable legal obligations, resolve disputes, and enforce our agreements.

4. Third-Party Data Processors

We share data with the following third-party service providers as necessary to operate the application. Each processor is bound by its own privacy policy and, where required by applicable law, a Data Processing Agreement.

Processor	Purpose	Data Shared
Clerk	User authentication and identity management	Email address, display name
PostHog	Product analytics	Pseudonymous user identifier, event names and metadata
OpenAI	AI Advisor conversation processing	Full conversation history, scent preference context
RevenueCat	Subscription and entitlement management	Per-device UUID, App Store / Google Play purchase tokens
Supabase	Vector search for fragrance matching and fragrance image hosting	Preference embeddings (transient); fragrance images
Device Weather Application	Retrieval of current weather conditions to inform recommendations	Approximate location or city/region as provided by device

We do not sell your personal information to any third party.

5. AI and Automated Processing

The Vetiver Scent Advisor is powered by OpenAI's language models. When you submit a message to the Advisor, your message, your scent preference data, and your prior conversation history are transmitted to OpenAI's API for processing. OpenAI generates a response, which is returned to you within the application.

As of the effective date of this Policy, OpenAI does not use data submitted through its API to train its models by default. We encourage you to review OpenAI's privacy policy for current information on its data practices.

To improve our recommendation engine over time, we analyze preference and interaction data from across our user base in aggregated and de-identified form. This analysis does not identify you individually, and your personal data is not disclosed to other users as part of this process.

No fully automated decisions with legal or similarly significant effects are made about you through the application. Fragrance recommendations generated by the Advisor are suggestions only. You retain full discretion over any decision made in response to them.

You may delete your AI Advisor conversation history at any time from within the application. Deleted conversations are permanently removed from our servers.

5.1 User-Submitted Information in Conversations

The Advisor accepts free-text input, and you may choose to include information in your messages that goes beyond fragrance preferences, including health-related information such as known allergies or skin sensitivities. We do not request or require such information, and it is not collected as a structured part of your profile.

Any information you voluntarily include in a conversation is processed and stored in the same manner as the rest of your conversation history and is transmitted to OpenAI for processing. The Advisor is an automated system. Its responses may be inaccurate, and it is not designed to provide allergy, dermatological, medical, or safety guidance. You should not rely on anything the Advisor states for allergy, health, or safety decisions. Always independently verify a fragrance’s ingredient list and consult a qualified professional where appropriate.

6. Home Screen Widget

The Vetiver home screen widget provides fragrance suggestions for the day without requiring you to open the application. The widget accesses your device’s weather data using the same integration described in Section 2.3 and applies your stored preference profile to generate recommendations.

No additional personal data is collected through the widget beyond what is described in this Policy. You may disable the widget at any time through your device settings.

7. Data Retention

We retain your personal information only for as long as necessary to fulfill the purposes described in this Policy or as required by applicable law.

Data Category	Retention Period
Account data (email, display name)	Retained until account deletion
Quiz responses and preference profile	Retained until account deletion or quiz retake
Location and weather data	Used at time of request; not retained as a location history
AI Advisor conversations	Retained until account deletion or manual clearance
Fragrance journal entries	Retained until account deletion or individual entry deletion
Wear test sessions	Retained until account deletion or individual session deletion
Wardrobe and shelf data	Retained until account deletion or individual item removal
Credits and promotional code records	Retained until account deletion
Analytics events	Deleted from PostHog upon confirmed account deletion request
Aggregated recommendation data	Retained on an ongoing basis in non-identifying form
Payment records	Retained as required by applicable law (generally seven years)

Search embeddings	Not retained; discarded upon completion of each query
Per-device UUID (RevenueCat)	Stored on device; removed upon application uninstall

8. Account Deletion

You may permanently delete your Vetiver account at any time through the profile settings within the application. Upon submission of a deletion request, the following occurs:

- Your PostHog analytics profile and all associated events are erased.
- All data stored in our database associated with your account is deleted in a single operation, including your account record, preference profile, Advisor conversations, journal entries, wear test sessions, wardrobe items, shelf assignments, credit balance, and promotional code redemption records.
- Your Clerk identity credential is revoked, preventing future sign-in.

All personal data is fully removed within thirty (30) days of your deletion request. Data previously incorporated into aggregated, de-identified recommendation datasets cannot be re-identified or extracted from those datasets, and therefore remains in non-identifying form.

If you maintain an active paid subscription at the time of account deletion, canceling your account does not automatically cancel your subscription. You must cancel your subscription separately through the App Store or Google Play before or after deleting your account.

9. International Data Transfers

Vetiver App LLC is operated from the United States, and your personal information is processed on servers located in the United States. If you access the application from the European Union, the United Kingdom, Canada, Japan, or any other jurisdiction with laws governing international data transfers, please be aware that your information will be transferred to and processed in a country whose data protection framework may differ from that of your jurisdiction.

Where required by applicable law, we rely on appropriate transfer mechanisms, including Standard Contractual Clauses adopted by the European Commission and the EU-U.S. Data Privacy Framework and UK Extension, where our processors are certified.

10. Your Rights

Depending on your jurisdiction, you may have certain rights with respect to your personal information. To exercise any of the rights described below, contact us at privacy@vetiver.love. We will respond to verified requests within the timeframe required by applicable law, generally thirty (30) days, with an extension available for complex requests.

10.1 EU and UK Users (GDPR / UK GDPR)

- Right of access: You may request a copy of the personal data we hold about you.
- Right to rectification: You may request correction of inaccurate or incomplete data.
- Right to erasure: You may request deletion of your personal data. The in-app account deletion feature is the most direct method of exercising this right.

- Right to restriction of processing: You may request that we suspend processing of your data while a dispute is pending.
- Right to data portability: You may request your data in a structured, machine-readable format.
- Right to object: You may object to processing based on legitimate interests.
- Right to lodge a complaint: You may file a complaint with your local data protection supervisory authority, such as the Information Commissioner's Office (ICO) in the United Kingdom.

Where we process your data on the basis of consent, you may withdraw that consent at any time without affecting the lawfulness of processing prior to withdrawal.

10.2 California Users (CCPA / CPRA)

- Right to know: You may request information about the categories and specific pieces of personal information we collect, the purposes for which we use it, and the categories of third parties with whom we share it.
- Right to delete: You may request deletion of your personal information, subject to applicable exceptions.
- Right to correct: You may request correction of inaccurate personal information.
- Right to opt out of sale or sharing: We do not sell your personal information and do not share it for cross-context behavioral advertising. No opt-out is required.
- Right to non-discrimination: We will not discriminate against you for exercising any of the rights described in this section.

10.3 Canadian Users (PIPEDA)

- You have the right to access the personal information we hold about you and to be informed of how it has been used and disclosed.
- You may request correction of inaccurate or incomplete information.
- You may withdraw consent to our collection, use, or disclosure of your information at any time, subject to legal or contractual restrictions. Withdrawal of consent may limit our ability to provide certain features of the service.
- You may file a complaint with the Office of the Privacy Commissioner of Canada (OPC) at priv.gc.ca if you believe your information has been handled improperly.

10.4 Japanese Users (APPI)

- You have the right to request disclosure of the purpose of use of your retained personal information and to receive a copy of it.
- You may request correction, addition to, or deletion of your personal information where it is inaccurate.
- You may request that we cease use of or erase your personal information where it has been handled in violation of the Act on the Protection of Personal Information.
- You may request that we cease providing your personal information to third parties where such provision violates applicable law.

11. Children's Privacy

The Vetiver application is not directed at children. You must be at least thirteen (13) years of age to use the application. If you are located in the European Union or United Kingdom, you must be at least sixteen (16) years of age, as required under the GDPR.

We do not knowingly collect personal information from any individual below the applicable minimum age. If we become aware that a minor has provided personal information through the application, we will promptly delete that information and, where applicable, terminate the associated account. If you have reason to believe that a minor has provided us with personal information, please contact us at privacy@vetiver.love.

12. Security

We implement reasonable technical and organizational measures designed to protect your personal information against unauthorized access, loss, alteration, or disclosure. These measures include:

- Encrypted transmission of data between the application and our servers via HTTPS/TLS.
- Role-based and row-level access controls on our database, ensuring that users may access only their own data and that only authorized services may read or write to the database.
- Management of API keys, credentials, and other secrets through environment variables. Sensitive credentials are never hard-coded or exposed within the application.
- Periodic review of our systems and practices for potential security vulnerabilities.

No method of data transmission over the internet or method of electronic storage is entirely secure. While we take reasonable steps to protect your information, we cannot guarantee its absolute security.

13. Changes to This Policy

We may revise this Privacy Policy from time to time to reflect changes in the application, applicable law, or our data practices. When we make material changes, we will provide at least thirty (30) days' advance notice through an in-application notification and, where required by law, via email to the address associated with your account.

Non-material changes, such as clarifications that do not affect the substance of how we collect or use your information, may be made without advance notice. The "Last Updated" date at the top of this document will reflect any revision.

Your continued use of the application after the effective date of any revised Policy constitutes your acceptance of the changes. If you do not agree with a revised Policy, you may delete your account prior to the effective date.

14. Contact

If you have questions, concerns, or requests relating to this Privacy Policy or our data practices, please contact us:

Vetiver App LLC

Email: privacy@vetiver.love

Address: 68 Larry Court, Dayton, New Jersey 08810

EU and UK users who are unsatisfied with our response to a rights request have the right to lodge a complaint with the supervisory authority in their jurisdiction. In the United Kingdom, this is the Information Commissioner's Office (ICO) at ico.org.uk. In the EU, please contact the supervisory authority in your member state.

Last reviewed: [DATE]