

# Privacy Policy for Lavender App

**Effective Date: 22-10-2024**

## 1. Introduction

Welcome to the Lavender app! Your privacy is important to us, and this Privacy Policy explains how we collect, use, and protect your personal information. By using the Lavender app ("the App"), you agree to the practices described in this policy. Lavender is a platform specifically designed for bisexual women to connect, interact, and build meaningful relationships.

## 2. Information We Collect

We collect the following types of information:

- **Personal Information:** When you register for an account, we may collect your name, email address, phone number, profile photo, and other personal details necessary to create your account and use our services.
- **User Content:** This includes messages, photos, and other content you upload or share within the app. Any information you choose to share with other users may be visible to them based on your settings.
- **Location Data:** We may collect and use location data to improve matchmaking and app features. You have the option to enable or disable location services through your device settings.
- **Payment Information:** We use Apple Pay to allow users to add funds securely to the app. Payment transactions through Apple Pay are subject to Apple's privacy policies. We do not store your payment information directly but may store transaction records.
- **Device Information:** We collect information about the devices you use to access the app, such as device type, operating system, and app usage data.

## 3. How We Use Your Information

We use your information to:

- Provide and improve our matchmaking services specifically designed for bisexual women.
- Process payments and manage your account funds using Apple Pay.
- Personalize your experience, including recommending matches and new features.
- Send you notifications, updates, and app-related communications.

## 4. Sharing of Your Information

We do not sell your personal information. We may share your information with third parties only in the following circumstances:

- With your consent or when you choose to share information with other users.
- With service providers who help us manage and operate the app (such as Apple Pay for payment processing).
- In response to a legal request or to protect the safety and security of users or others.

## 5. Data Security

We take the security of your personal information seriously and implement reasonable measures to protect it from unauthorized access or disclosure. However, no method of transmission or storage is 100% secure, so we cannot guarantee absolute security.

## 6. Your Rights and Choices

- **Access and Update Information:** You can view and update your profile information at any time through the app's settings.
- **Delete Account:** If you wish to delete your account and personal data, you may do so by contacting our support team.
- **Opt Out of Marketing:** You can opt out of receiving marketing communications by adjusting your settings or following the instructions in the communication.

## 7. Changes to this Policy

We may update this Privacy Policy from time to time. If we make any significant changes, we will notify you via the app or email. Your continued use of the app after such changes will constitute your acceptance of the revised policy.

## 8. Contact Us

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

- **Email:** [abhilashi.iiith@gmail.com](mailto:abhilashi.iiith@gmail.com)
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