

Privacy Policy

We respect your privacy and are committed to protecting any information you provide while using our services. Here's a detailed overview of our privacy practices:

1. Information Collection: We may collect personal information such as your name, email address, and usage data to provide and improve our services.

2. Collecting and Using Your Personal Data

2.1 Types of Data Collected

2.1.1 Personal Data

While interacting with the Services, You may provide certain personally identifiable information that could be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Your user name for the Services
- Text or image prompts you input into the Services, or public chats you maintain on the service
- 3D Garment models or Fabric files
- Your IP address
- Usage Data
- Tracking Technologies and Cookies
- Contact Information
- Organizational Information like your company title
- Your Email
- Cookies
- Other data that you elect to send to The F* Word

2.2 Use of Your Personal Data

The F* Word may use Personal Data for the following purposes:

- To provide, maintain, and improve our Service, including to monitor the usage of our Service.
- To manage Your account: to manage Your registration as a user of the Service. The Personal Data You provide can give You access to different functionalities of the Service that are available to You as a registered user.
- For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- To contact You: To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- To provide You with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless You have opted not to receive such information.
- To manage Your requests: To attend and manage Your requests to Us.
- For business transfers: We may use Your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which Personal Data held by Us about our Service users is among the assets transferred.

- For other purposes: We may use Your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our Service, products, services, marketing and your experience.

2.3 Sharing of Your Personal Data

We may share Your personal information in the following situations:

- With Service Providers, Third Party Vendors, Consultants, and other Business Partners: We may share Your personal information with these parties in order to provide services on our behalf, monitor and analyze the use of our services, contact You, and for the reasons stated in the Agreement. Service Providers to monitor and analyze the use of our Service, to contact You.
- For business transfers: We may share or transfer Your personal information in connection with, or during negotiations of, any merger, sale of Company assets, financing, or acquisition of all or a portion of Our business to another company.
- With Your consent: We may disclose Your personal information for any other purpose with Your consent.
- With Law Enforcement: Under certain circumstances, The F* Word may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency). To the extent we receive a request from Law Enforcement for Your personal data, we will promptly notify You and provide You with a copy of the request unless we are legally prohibited from doing so.
- With Other Parties in order to:
 - Comply with a legal obligation
 - Protect and defend the rights or property of the Company
 - Prevent or investigate possible wrongdoing in connection with the Service
 - Protect the personal safety of Users of the Service or the public
 - Protect against legal liability

3. Data Security: We implement industry-standard security measures to protect your information from unauthorized access, alteration, or disclosure.

4. Cookies: We use cookies and similar tracking technologies to enhance your experience and gather information about how you interact with our services.

5. Third-Party Links: Our services may contain links to third-party websites or services. We are not responsible for the privacy practices or content of these third parties.

6. Children's Privacy: Our services are not directed at children under the age of 13, and we do not knowingly collect personal information from children.

7. Changes to This Policy: We reserve the right to update or modify this privacy policy at any time. Any changes will be effective immediately upon posting the updated policy on our website.

By using our services, you consent to the collection and use of your information as described in this privacy policy.

For more detailed information about our privacy practices, please review our full privacy policy on our website.

Last updated: [06 May 2024]