

# Privacy Policy

**Effective Date:** Aug 1, 2025

We care about your privacy. This policy explains how leparfum.ai collects, uses, and protects your information when you use our site, AI fragrance tools, or purchase our products.

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## ◆ What information do we collect?

- **Personal details** – name, email, address, payment info (processed securely by third parties).
  - **Fragrance inputs** – scent choices, names, and personalization messages.
  - **Event info** – details shared by event hosts (e.g., guest list input, date).
  - **Technical data** – IP address, browser, device type, cookies.
  - **Affiliate data** – unique QR codes and commission tracking for Scentwork partners .
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## ◆ How do we use your information?

We use your data to:

- Process and deliver your fragrance order
- Personalize your scent journey with our AI
- Communicate about orders, events, or support requests
- Share event-related personalization details with your host
- Track affiliate/Scentwork rewards and referrals

- Improve our services and run marketing (you can opt out anytime)
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## ◆ Who do we share information with?

- **Trusted partners** – payment processors, shipping/fulfillment, hosting, and analytics
- **Event hosts** – limited personalization details, only for your event
- **Affiliate partners** – when needed to attribute referral commissions
- **Legal/regulatory bodies** – if required by law
- **Business transfers** – if we merge, sell, or restructure

👉 We **never sell** your data to third parties.

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## ◆ Cookies & tracking

We use cookies to remember preferences, analyze usage, and improve your experience. You can manage cookies in your browser settings.

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## ◆ How long do we keep your data?

We keep your information only as long as needed to provide services, meet legal requirements, and resolve disputes.

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## ◆ Your rights

Depending on where you live (EU, UK, California, etc.), you may have rights to:

- Access or download your data

- Correct or delete your data
- Restrict or object to processing
- Opt out of marketing
- Receive a copy (data portability)

To make a request, email us at [privacy@leparfum.ai](mailto:privacy@leparfum.ai).

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## ◆ Security

We use industry-standard safeguards to protect your data. While no system is 100% secure, we take your privacy seriously.

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## ◆ Children's privacy

Our services aren't directed to children under 13 (or the age required in your country). We don't knowingly collect their data.

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## ◆ Third-party links

Our site may link to other websites. Their privacy practices are their own.

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## ◆ Updates

We may update this policy. Please check back regularly — the "Effective Date" shows the latest version.

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## ◆ Contact us

Questions? Email **[privacy@leparfum.ai](mailto:privacy@leparfum.ai)**

Business address: 888 Boulevard of the Arts, Sarasota Florida 34236