

Perf Privacy Policy

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Perf ("Perf," "we," "us," or "our") operates the Perf mobile application and related services (the "App"). Perf is currently operated by its founder as an individual; upon incorporation, this policy will be updated to reflect the entity operating the App. This Privacy Policy explains what information we collect, how we use it, and the choices you have.

By using Perf, you agree to the collection and use of information as described in this policy.

1. Information We Collect

We organize the data we collect using the following categories, consistent with how this information is disclosed on the App Store:

Contact Info: Name and email address, collected when you create an account.

Identifiers: Username, and a unique user ID used to operate your account and connect you with other users (e.g. followers/following).

User Content: Fragrances you log, ratings, written reviews, collection lists, and any photos you upload, including images captured through the scan feature.

Usage Data: General app usage and feature interaction (e.g. session length, features used), used for analytics. This data may or may not be linked to your account depending on how it is collected; see Section 3 for details on our analytics provider.

Diagnostics: Device type, operating system, app version, and crash logs, used to maintain and improve app stability. This data is generally not linked to your identity.

Camera Access: If you use the scan feature, we access your camera to capture an image of a fragrance bottle or box. This image is treated as User Content. It may be processed by a third-party AI vision service (see Section 3) to identify the fragrance. We do not retain scanned images longer than necessary to complete recognition, unless you choose to save the image to your profile.

2. How We Use Your Information

- Provide, operate, and maintain the App's core features (logging, rating, following, discovery)
- Personalize recommendations based on your activity and your friends' activity
- Communicate with you about updates, security alerts, and support requests
- Monitor and analyze usage to improve the App
- Detect, prevent, and address technical issues, fraud, or abuse

3. Third-Party Services

We work with the following categories of third-party providers, who process data on our behalf under their own privacy and security terms:

- *Database & Backend Hosting:* We use Supabase to store account data, app content, and authentication credentials.
- *AI Image Recognition:* Fragrance scanning uses a third-party AI vision service to identify products from photos you submit. Images sent for recognition are processed by that provider and are subject to their data handling practices.
- *Fragrance Database:* We use a third-party fragrance data API to power search and product information. This provider does not receive your personal account information, only search queries.
- *Analytics & Crash Reporting:* We use mobile analytics and crash-reporting tools to understand app performance and stability.

We do not sell your personal information to third parties. We do not use your data for cross-app or cross-website tracking, or for third-party advertising.

4. Information Visible to Other Users

Perf is a social app. The following is visible to users who follow you, or publicly depending on your privacy settings: your username and profile photo, fragrances you log and rate, written reviews, and your follower/following lists. You can control visibility of certain content in your account settings.

5. Data Retention

We retain your information for as long as your account is active. If you delete your account, we will delete or anonymize your personal information within 30 days, except where retention is required by law or for legitimate business purposes (e.g. fraud prevention, dispute resolution).

6. Your Choices & Rights

- Access, update, or delete your profile information at any time in-app
- Request a copy of your data by contacting us
- Request account deletion, which removes your content from other users' view
- Opt out of non-essential communications

If you are a California resident, you may have additional rights under the CCPA, including the right to know, delete, and opt out of the sale of personal information (we do not sell personal information). If you are located in the EU/UK, you may have rights under the GDPR, including access, rectification, erasure, and data portability. To exercise any of these rights, contact us using the information in Section 11.

7. Children's Privacy

Perf is not directed at children under 13, and we do not knowingly collect personal information from children under 13. If we learn we have collected such information, we will delete it promptly. If you believe a child under 13 has provided us information, please contact us.

8. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your information. No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

9. International Users

Perf is operated from the United States. If you use the App from outside the United States, your information will be transferred to and processed in the United States, where data protection laws may differ from those in your jurisdiction.

10. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes through the App or by email. Continued use of the App after changes take effect constitutes acceptance of the revised policy.

11. Contact Us

If you have questions about this Privacy Policy, contact us at info@p3rf.com.