

# Privacy Policy – The Closet Clique

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## Privacy Policy – The Closet Clique

Effective Date: August 2025

This Privacy Policy describes what personal information The Clique Collective LLC dba The Closet Clique (“The Closet Clique,” “we,” “our,” or “us”) collects and how we use and share information about you when you access or use our mobile application (“App”) and related services (collectively, the “Services”) as well as how long we retain it. Unless indicated otherwise, this Policy applies only to personal information collected through the App.

By accessing or using The Closet Clique App, you agree to this Privacy Policy and consent to the practices described herein.

### **1. Information We Collect**

#### **a. Information You Provide**

We may collect personal information you submit through the App, including:

- Full name
- Email address
- Phone number (for verification)
- School email (for verification)
- School affiliation and graduation year
- Instagram handle (for profile verification)
- Home address
- Item listings, rental or sale history
- Login and authentication information
- Payment or payout information (processed via third-party providers)

When you visit our Services, you may also provide us login and other authentication information, questions to surveys, questions and inquiries. In addition, our Services give you the option to upload or share pictures of yourself and others.

\*If you are under the age of 18, we also collect parental consent documentation as part of onboarding.

#### **b. Information We Automatically Collect**

When you use our App, we may automatically collect:

- Device and usage data (IP address, browser type, device ID, operating system)
- App activity (pages viewed, actions taken, timestamps)
- General location information (city/state level)

We do not collect precise geolocation data (e.g., GPS coordinates).

#### **c. Information from Third Parties**

We may receive data from third-party services such as:

- Stripe (for payment processing)
- Apple/Google (for login or in-app purchases)

## **2. How We Use Your Information**

We use the information we collect to:

- Provide, maintain, and improve the App and its features
- Create and manage your online account
- Verify user eligibility and school affiliation
- Enable you to post your content, such as comments and pictures
- Facilitate rentals, purchases, payments, and communication between users
- Ensure community safety and enforce platform rules
- Respond to user inquiries or support requests
- Notify users of updates, reminders, or promotional offers

We may also use anonymized data for internal analytics and reporting.

## **3. Sharing of Information**

We do not sell or rent your personal information to third parties. We may share data as follows:

- With trusted service providers (e.g., Stripe, Apple) who help operate our App under strict confidentiality agreements
- As required by law (e.g., subpoena or legal process)
- To protect the rights, safety, or property of our users or The Closet Clique
- In connection with a business transfer or merger (with notice to affected users)

## **4. SMS and Messaging Privacy**

By providing your phone number, you consent to receive SMS notifications related to your account and activity on the platform. Message frequency will vary. Message and data rates may apply.

We do not share your opt-in to text alerts or campaign participation with unrelated third parties. We may share your phone number only with services necessary to deliver messages (e.g., SMS platforms or phone carriers).

You can opt out of SMS at any time by replying "STOP." For help, reply "HELP" or email [support@theclosetclique.com](mailto:support@theclosetclique.com).

## **5. Your Choices & Opt-Out Rights**

You may:

- Uninstall the App to stop data collection
- Contact us to review or delete your personal data
- Adjust app permissions via your device settings

Please note: removing your account does not cancel any scheduled rentals or purchases.

## **6. Data Retention**

We retain user data for as long as your account remains active and for a reasonable period thereafter to comply with legal obligations or resolve disputes. You may request deletion at any time by contacting us at [hello@theclosetclique.com](mailto:hello@theclosetclique.com).

## **7. Children's Privacy**

The Closet Clique is not intended for children under 13. Users under 18 must obtain verifiable parental consent to use the platform. We do not knowingly collect personal information from users under 13, and any such data will be deleted promptly upon discovery.

## **8. Data Security**

We take the security of your data seriously and implement technical and organizational safeguards, including:

- Encrypted transmissions
- Secure servers and firewalls
- Access limitations to authorized personnel only

Despite these measures, no method of transmission or storage is 100% secure. You use the App at your own risk.

## **9. Updates to This Privacy Policy**

We may revise this policy from time to time. Updates will be posted in-app or on our website, and continued use constitutes acceptance of any changes.

## **10. Contact Us**

For questions about this Privacy Policy or your data:  
Email: [hello@theclosetclique.com](mailto:hello@theclosetclique.com)