ThriftSift – Privacy Policy

Last Updated: *[11/26/2025]*

This Privacy Policy explains how **Karatzoo LLC.** ("ThriftSift," "we," "our," or "us") collects, uses, discloses, protects, and stores your information when you use the ThriftSift mobile application and related services ("App," "Service").

By using ThriftSift, you consent to the practices described in this Privacy Policy. If you do not agree, please discontinue use of the App immediately.

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1. Information We Collect

We collect the following categories of information to operate and improve the Service.

1.1 Information You Provide Directly

Account Information

- Name (from Google OAuth)

- Email address

- Google account identifier
  (Through Firebase Authentication)

Images, Videos, and User Content

When you upload images, videos, or hints for scanning, these materials are transmitted securely to our backend for analysis. This may include:

- Photos and videos of items

- Metadata embedded in media files

- Text hints you provide

- Session names, notes, tags, and item updates

Subscription & Billing Information

When you purchase a subscription:

- Stripe, Apple, or Google may process your payment information

- We do *not* store full credit card numbers

1.2 Information Collected Automatically

Device & Technical Data

- Device model, OS version, IP address

- Unique device identifiers

- App version, crash logs, diagnostic data (via Sentry)

Usage Data

- Scan counts, session metrics

- Feature interactions (e.g., history views, settings changes)

- Subscription status and entitlements

Log Data

Our servers automatically log requests and actions performed within the App, including:

- Timestamps

- API calls

- Authentication events

1.3 AI & Image/Video Processing Data

When you submit media for analysis, it is processed through:

- **Cloudflare Workers** (request routing and security)

- **Google Gemini AI** (image analysis, valuation estimation)

Media is transmitted securely and may be temporarily retained for:

- AI inference

- Quality improvement

- Fraud prevention

- Debugging and performance analysis

We do not use your media to train publicly accessible models.

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2. How We Use Your Information

We use your information strictly to operate, improve, and secure the App, including:

2.1 Core Functionality

- Identifying and estimating values of items

- Storing your scans, history, and sessions

- Providing ROI and portfolio analytics

- Delivering personalized suggestions or UI optimizations

2.2 Improvements & Development

- Enhancing AI accuracy

- Debugging issues, improving performance, maintaining security

- Evaluating feature usage for roadmap decisions

2.3 Fraud Detection & Abuse Prevention

- Preventing automated or abusive scanning

- Detecting anomalous usage patterns

- Enforcing commercial use restrictions

2.4 Communications

- Sending account notices, subscription updates, or policy changes

- Providing customer support

2.5 Compliance

- Responding to lawful requests

- Maintaining regulatory and platform compliance requirements

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3. How We Share Your Information

We do not sell your personal information.
 We share data only with trusted third-party service providers essential to the operation of the App.

3.1 Legal Compliance

We may disclose information if required by law, regulation, subpoena, court order, or government request.

3.2 Business Transfers

If we undergo a merger, acquisition, financing, or sale of assets, your data may be transferred as part of the transaction, subject to this Policy.

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4. How We Protect Your Information

We implement industry-standard security measures, including:

- Firebase security rules

- Access controls and authentication safeguards

- Secure API gateways

- Regular security monitoring

However, no system is fully secure. You use the App at your own risk.

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5. Data Retention

We retain data for as long as necessary to:

- Provide the Service

- Maintain user accounts

- Comply with legal obligations

- Improve AI accuracy and performance

If you delete your account:

- Personal identifiers are removed

- Associated content is deleted from Firestore

- Backups may persist for a limited period (up to 90 days)

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6. Your Rights & Choices

Depending on your location (e.g., GDPR, CCPA), you may have rights including:

- **Access** – Request a copy of your data

- **Correction** – Fix inaccurate information

- **Deletion** – Request account and data removal

- **Restriction** – Limit certain processing

- **Opt-Out** – Decline marketing communications

- **Portability** – Export your scanned item history

To exercise these rights, contact:
privacy@thriftsift.com
(We can update this address once the domain/email is finalized.)

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7. Children's Privacy

ThriftSift is not intended for children under the age of 16.
 We do not knowingly collect information from children.

If we discover such data, we will delete it promptly.

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8. International Data Transfers

Your data may be processed in:

- United States

- European Union

- Other locations where service providers operate

We rely on standard contractual clauses and equivalent protections for cross-border transfers.

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9. Third-Party Links & Integrations

The App may contain links or integrations with:

- eBay API

- Social platforms (Instagram, TikTok, Facebook, Twitter)

- External marketplaces or tools

We are not responsible for the privacy practices of third-party platforms.

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10. AI Transparency Statement

We disclose the following regarding AI use:

- Images, videos, and metadata are processed by AI for item identification and valuation

- Outputs may be inaccurate, incomplete, or speculative

- Users must not rely on outputs for professional appraisal or financial advice

- AI outputs may be used internally for performance evaluation and product improvement

No user-generated content is shared publicly or used to train open-source models.

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11. Changes to This Privacy Policy

We may update this Policy from time to time.
Material changes will be notified via:

- In-app alerts

- Email (if provided)

- Updated posting within the App

Continued use of the App after posting constitutes acceptance.

End of Privacy Policy