PRIVACY

Privacy Policy

How GlowUP collects, uses, shares and protects your information, and the choices you have.

GlowUp LLC · 8 The Green, Ste R, Dover, DE 19901, USA · support@glowup-face.com · Last updated November 13, 2026

1. Who we are and what this covers

This Privacy Policy explains how GlowUp LLC, a Delaware limited liability company located at 8 The Green, Ste R, Dover, DE 19901, USA ("GlowUP", "we", "us"), handles personal information when you use our website, our quiz, our checkout and the GlowUP - Face Yoga mobile app (together, the "Service"). Effective date: November 13, 2026. Last updated: November 13, 2026.
The Service is intended for adults in the United States who are 18 or older. By using it you confirm that you are at least 18.

2. Information we collect

Information you give us

- **Quiz answers.** Your goals, the areas of your face you want to work on, your schedule and lifestyle habits, your age range, and how your skin looks and feels, for example dryness, shine or skin tone. We use them to build your plan. Answers about your skin and body are covered by our Consumer Health Data Privacy Policy, and we collect them only with your consent.
- **Account and contact details.** Your email address, a password hash (we never store your password itself), and the messages you send to support.
- **Purchase details.** The plan you chose, the amount, the date and the status of your payment. Your card number is entered on a secure page run by our payment processor and is never stored by us.

Information collected automatically

- **Device and usage data.** App and browser version, operating system, language, pages and screens viewed, which quiz step you reached, and error reports.
- **Marketing source.** If you arrive from a link or an ad, the campaign or referrer information in that link, so we can tell which sources work.

- **Cookies and similar storage.** Our quiz saves your progress in your browser so you can come back to it. We use only the storage needed to run the Service and keep it secure. See section 7 for advertising and analytics tools.

Information that stays on your device

Your practice history, favorites, reminder settings and any progress photos you choose to take are stored on your device. We do not receive your progress photos.

3. How we use information

- To build your personal plan and show it to you.
- To create your account, process your purchase, give you access to paid features and send receipts and sign-in codes.
- To provide support, answer requests and handle refunds.
- To keep the Service secure, prevent fraud and abuse, and fix errors.
- To understand which parts of the quiz and the app work well, using aggregated product events that do not contain your quiz answers.
- To comply with the law and enforce our Terms of Use.

4. How we share information

We do not sell your personal information, and we do not share it with advertisers for cross-context behavioral advertising. We share it only as follows:

- **Service providers** that work for us under written terms: payment processing for website purchases (Stripe), App Store purchases processed by Apple (we receive verified transaction and subscription status to provide access), hosting, and email delivery (Mailgun (United States)).
- **Legal and safety.** When required by law, court order or a valid government request, or to protect the rights, safety and property of you, us or others.
- **Business changes.** If we are involved in a merger, financing, acquisition or sale of assets, your information may be transferred, and we will tell you if it will be handled under a different policy.
- **With your direction.** When you ask us to, for example when you contact support.

5. Your privacy rights

Depending on where you live, you may have the right to:

- know and access the personal information we hold about you, and get a portable copy;

- correct information that is wrong;
- delete your information;
- opt out of the sale or sharing of personal information, targeted advertising and certain profiling (we do none of these today, see section 6);
- limit the use of sensitive personal information;
- appeal a decision about your request;
- not be treated worse for using these rights.

These rights are available under laws in states including California, Colorado, Connecticut, Virginia, Utah, Texas, Oregon and others. We offer them to all U.S. users, whichever state you live in.
How to ask. You can delete your account and server data yourself at Delete your account. For any other request, email privacy@glowup-face.com from the address linked to your account, or use Your Privacy Choices. We will confirm your request and respond within 45 days. We may need to verify your identity first, and you can use an authorized agent if you give them written permission. If we decline a request you can appeal by replying to our message, and you may also contact your state attorney general.

6. Advertising, analytics and “Do Not Sell or Share”

Today we do not use advertising pixels, cross-site tracking or third-party advertising cookies on the Service, and we do not sell or share personal information for targeted advertising. If this changes we will update this policy first, show a clear choice before any such tool loads, and add a “Do Not Sell or Share My Personal Information” link. We will honor browser signals such as Global Privacy Control as an opt-out.

7. Retention

- **Account data:** kept until you delete your account, then removed from our servers. Payment records are kept by our payment processor (Stripe) for website purchases and by Apple for App Store purchases, under their own policies.
- **Our record of paid subscriptions:** when you delete an account that had a paid subscription, we keep a minimal record for 7 years for tax, accounting and payment-dispute purposes: the payment provider’s subscription or transaction ID, the plan, its dates and status, and the version and date of the terms you accepted. It does not include your email address or other contact details.
- **Anonymous quiz sessions:** deleted after 30 days unless you buy or sign in.
- **Product analytics events:** deleted after 14 months.
- **Error reports and server logs:** deleted after 30 days.

- **Backups:** kept for 30 days on a rolling schedule, so deleted data leaves our backups within 30 days.
- **Support messages:** kept for 3 years after our last exchange.

8. Security

We use encryption in transit, hashed passwords, access controls, short-lived sign-in codes and regular backups. No method is perfectly secure. If a breach affects your information we will notify you and regulators as the law requires.

9. Children

The Service is not for anyone under 18. We do not knowingly collect information from people under 18. If you answer the quiz as under 18 we stop the purchase. If you think a minor gave us information, write to privacy@glowup-face.com and we will delete it.

10. Links to other sites

The Service can link to other sites, for example the Apple App Store and our payment processor. They have their own privacy practices, and this policy does not cover them.

11. Changes to this policy

We will post updates on this page with a new “Last updated” date. If a change is material, we will tell you in the app or by email before it takes effect.

12. Contact us

GlowUp LLC, 8 The Green, Ste R, Dover, DE 19901, USA. Privacy requests: privacy@glowup-face.com. General support: support@glowup-face.com.