

ZORAX PRIVACY POLICY

Effective Date: 9 May 2026

1. Introduction

Welcome to Zorax.

Zorax Labs ("Zorax", "we", "our", or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, share, and protect information when you use the Zorax mobile application, website, community platform, online store, and AI assistant services (collectively, the "Platform").

By accessing or using the Platform, you agree to the collection and use of information in accordance with this Privacy Policy.

2. Information We Collect

2.1 Information You Provide

When you create an account, make purchases, interact with the community, or use our services, we may collect:

- Full name
- Username
- Email address
- Phone number (optional)
- Gender (optional)
- Profile photograph (optional)
- Billing address
- Delivery address
- Hair profile information, including:
 - Hair type
 - Hair density
 - Hair porosity
 - Strand thickness
 - Scalp condition
 - Hair goals
- Community posts, comments, replies, images, and other content you upload
- Customer support communications

- Subscription and premium membership information

2.2 Information Collected Automatically

We may automatically collect:

- Device type
- Operating system version
- Device identifiers
- IP address
- Approximate geographic location
- App usage information
- Features accessed
- Session activity
- App performance data
- Crash logs and diagnostic information

2.3 Information from Third Parties

If you choose to sign in through a third-party provider, we may receive information including:

- Name
- Email address
- Profile image

This information is provided according to your settings with the relevant authentication provider.

3. How We Use Your Information

We use your information to:

- Create and manage user accounts
- Authenticate users
- Personalise your Zorax experience
- Generate hair-care recommendations
- Process orders and payments
- Deliver products and services
- Operate the Zorax Community
- Provide customer support

- Administer loyalty points and rewards programmes
- Manage premium subscriptions
- Improve products, services, and app functionality
- Detect fraud, abuse, and security threats
- Comply with legal obligations
- Send service-related communications
- Send marketing communications where permitted by law or where consent has been provided

4. Hair Profile Information

To provide personalised recommendations, Zorax collects hair profile information.

This information is:

- Stored securely within your account
- Used to personalise product recommendations and user experiences
- Used by the Zora AI assistant
- Never sold to third parties
- Removable upon request or account deletion

We treat hair profile information with enhanced security and confidentiality measures.

5. Artificial Intelligence (Zora AI Assistant)

Zora is an AI-powered assistant designed to provide educational information, product recommendations, and personalised guidance related to hair care.

When you use Zora:

- Your questions and conversations may be stored to provide contextual responses and improve service quality.
- Hair profile information may be used to personalise recommendations.
- Conversation data may be processed by trusted AI service providers acting on our behalf.

Important Disclaimer

Zora is not a medical professional.

Information generated by Zora is intended for informational and cosmetic purposes only and should not be considered medical advice, diagnosis, treatment, or professional healthcare guidance.

Users should consult qualified healthcare professionals regarding medical conditions, allergies, scalp disorders, or treatment decisions.

6. Payments and Orders

Payments on the Platform are processed through trusted third-party payment providers.

Zorax does not store complete payment card information on its own systems.

Payment information is securely processed by payment processors such as Stripe in accordance with their privacy and security standards.

Order history, transaction details, delivery information, and billing records may be retained as required for operational, legal, tax, and accounting purposes.

7. How We Share Information

7.1 Service Providers

We may share information with trusted service providers who help operate the Platform, including:

- Supabase (hosting, database infrastructure, authentication, storage)
- Stripe (payment processing)
- Google (authentication services)
- Anthropic (AI processing for Zora)
- Analytics and monitoring providers
- Email and communication service providers

These providers are permitted to use information only as necessary to provide services to Zorax.

7.2 Community Content

Content shared within the Community may be visible to other users, including:

- Username
- Profile image
- Posts
- Comments
- Replies

Users are responsible for the content they choose to share publicly.

7.3 Legal Requirements

We may disclose information when required to:

- Comply with legal obligations
- Respond to lawful requests
- Protect our rights and property
- Prevent fraud or security threats
- Protect the safety of users or the public

7.4 No Sale of Personal Information

Zorax does not sell, rent, or trade personal information to third parties for their own marketing purposes.

8. User-Generated Content

By submitting content to the Community, you grant Zorax a non-exclusive, worldwide, royalty-free licence to host, store, reproduce, display, and distribute that content solely for operating, improving, and promoting the Platform.

You retain ownership of your content.

9. Data Retention

We retain information only as long as necessary to:

- Provide services
- Fulfil contractual obligations
- Comply with legal requirements
- Resolve disputes
- Enforce agreements

When an account is deleted:

- Personal profile information is deleted or anonymised
- Hair profile data is deleted or anonymised
- AI conversation history may be deleted or anonymised
- Community content may remain in anonymised form to preserve discussion integrity
- Certain records may be retained where required by law

We aim to complete deletion or anonymisation within 30 days of a valid request.

10. Data Security

We implement industry-standard safeguards designed to protect personal information, including:

- Encryption of data in transit using TLS/SSL
- Secure cloud infrastructure
- Role-based access controls
- Row-level security policies
- Secure authentication mechanisms
- Monitoring and security reviews

No method of transmission or storage is completely secure. While we strive to protect personal information, we cannot guarantee absolute security.

Users are responsible for maintaining the confidentiality of their account credentials.

11. Data Breach Response

In the event of a data breach affecting personal information, Zorax will take reasonable steps to:

- Investigate the incident
- Mitigate potential harm
- Restore affected systems
- Notify affected users where required
- Notify relevant authorities where legally required

12. Your Privacy Rights

Depending on your location and applicable law, including the UK General Data Protection Regulation (UK GDPR), you may have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of personal information
- Restrict or object to certain processing activities
- Request portability of your personal information
- Withdraw consent where processing is based on consent
- Lodge a complaint with the relevant supervisory authority

If you are located in the United Kingdom and believe your data protection rights have been violated, you may lodge a complaint with the UK Information Commissioner's Office (ICO).

13. Legal Basis for Processing

Where applicable under data protection laws, we process information based on:

- User consent
- Performance of a contract

- Compliance with legal obligations
- Legitimate business interests
- Protection of vital interests

14. Communications Preferences

Users may receive:

- Order updates
- Shipping notifications
- Product review reminders
- Hair care tips
- Price-drop alerts
- Promotional offers
- Premium membership communications

Communication preferences can be managed within the Zorax app settings.

Users may unsubscribe from marketing communications at any time.

15. Children's Privacy

Zorax is intended for users aged 13 years and older.

We do not knowingly collect personal information from children under 13 years of age.

If we become aware that information from a child under 13 has been collected, we will take reasonable steps to delete it.

Where required by local law, minors should use the Platform with parental or guardian supervision.

16. International Data Transfers

Your information may be processed and stored in countries outside your country of residence.

Where international transfers occur, we implement appropriate safeguards designed to protect personal information in accordance with applicable data protection laws.

17. Analytics and Tracking Technologies

Zorax may use analytics, diagnostics, and monitoring technologies to:

- Understand platform usage
- Improve performance
- Detect technical issues

- Enhance user experience

We do not sell analytics information to advertisers.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When significant changes are made, we will provide notice through the Platform, by email, or through other reasonable means.

Continued use of the Platform after changes become effective constitutes acceptance of the updated Privacy Policy.

19. Contact Us

If you have questions regarding this Privacy Policy or your personal information, please contact:

Zorax Labs

Email: support@zoraxlabs.com

Website: <https://zoraxlabs.com>