OMA

Privacy Policy

Effective date: October 17, 2026

OMA ("we", "our", or "us") is committed to protecting your privacy. This policy explains what information we collect, how we use it, and your rights regarding your data when you use the OMA app.

Information We Collect

When you use OMA, we may collect the following types of information:

- **Account information** — your name, email address, and username when you register
- **Photos and outfit content** — images you upload and outfit details you add
- **Profile information** — any optional profile details you choose to share
- **Usage data** — how you interact with the app, such as features used and search queries
- **Device information** — device type, operating system version, and app version for troubleshooting

How We Use Your Information

- To provide and maintain the OMA service
- To show your outfit archive and enable search and filtering
- To show how others style the same clothing items (if you make content public)
- To improve the app and fix bugs
- To send service-related notifications (you can manage these in your device settings)
- To respond to support requests

Camera and Photo Library

OMA requests access to your camera and photo library solely to let you photograph and upload outfit photos. We do not access your photos beyond what you explicitly choose to upload. Your photos are stored securely and used only to power your personal outfit archive.

Analytics

We use analytics tools to understand how the app is used in aggregate. This helps us improve performance and add features our users find useful. Analytics data is anonymized where possible and not sold to third parties.

Public and Private Content

OMA lets you choose whether each outfit is public or private. Public outfits may be visible to other users on the platform. Private outfits are only visible to you. You can change the visibility of your content at any time.

Data Sharing

We do not sell your personal data. We may share data with:

- **Service providers** — third parties who help us operate OMA (cloud hosting, analytics), under confidentiality agreements
- **Legal requirements** — when required by law or to protect the rights and safety of our users

Data Retention

We retain your data for as long as your account is active. You can delete your account and all associated data at any time by contacting us or using the in-app account deletion option.

Your Rights

Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you
- Request correction of inaccurate data
- Request deletion of your data
- Object to or restrict certain processing
- Data portability

To exercise any of these rights, contact us at the address below.

Children's Privacy

OMA is not intended for children under 13. We do not knowingly collect personal information from children under 13.

Changes to This Policy

We may update this privacy policy from time to time. We will notify you of significant changes through the app or by email. The effective date at the top of this page reflects the latest revision.

Contact

If you have questions or requests regarding your privacy, contact us:

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omafits.com