

Privacy Policy

Last Updated: 25/03/2026 · Vincli Ltd — Company No. 16677554 (England & Wales)

Vincli Ltd (“Vincli,” “we,” “us,” or “our”) provides the Vincli mobile application and related features (the “Service”).

This Privacy Policy explains in full detail how we collect, use, store, disclose, and protect your personal data.

This Privacy Policy is written to meet all requirements of:

- Apple App Store Review Guidelines
- UK Data Protection Act 2018
- GDPR (EU/UK)
- California Consumer Privacy Act (CCPA/CPRA)
- Best practices for digital platforms, AI-powered services, and dating/social apps

By creating an account, selecting **Continue**, or using the Service, you agree to this Privacy Policy. If you do not agree, you must stop using the Service immediately.

1. Information We Collect

We collect the following categories of data in strict accordance with your permissions and applicable law.

1.1 Information You Provide Directly

This includes:

- Name, age, gender, and dating preferences
- Profile photos
- Employment details (optional)
- Personality information and prompts
- Free-form profile text
- Voluntary survey responses
- Your interactions inside the app

Messaging & Communication Data

If the app includes messaging, we may store:

- Messages
- Likes
- Match activity

- Emojis and reactions
- Abuse reports

Stored only to support core functionality and safety.

1.2 Information Collected Automatically

Through your device and app use:

- Device model, OS version, and performance data
- IP address (for fraud prevention & security)
- Approximate location (city-level unless GPS permission is granted)
- Session length, pages viewed, feature usage
- Crash logs and diagnostics

We do **not** collect:

- Precise GPS location unless you explicitly grant permission
- Keystrokes
- Background audio
- Contacts
- Photos not selected by you

1.3 Authentication Information

Sign in with Apple

We receive:

- A unique Apple user identifier
- Your name (optional)
- Your email or private relay email

We do not:

- Access your password
- Track activity outside our app
- Combine Apple ID data with third-party advertising data

LinkedIn Login / LinkedIn Verification

We receive only what you authorise:

- Name
- Job title
- Profile photo
- Public profile link
- Email (if permitted)

We do not:

- Post to LinkedIn
- Access private LinkedIn content
- Collect your connections
- Use LinkedIn data for advertising

This satisfies Apple Guideline 4.8.

1.4 Subscription & Purchase Information

Processed exclusively by Apple, not Vincli:

- Subscription tier
- Renewal dates
- Transaction amount
- Country of purchase

Vincli does not receive card numbers or bank data.

1.5 Sensitive Information

We do **not** collect:

- Biometric identifiers
- Financial account numbers
- Health data
- Government IDs

Romantic preferences you choose to display are processed only to deliver matching functionality.

2. How We Use Your Information

We use your data only for the following lawful purposes:

2.1 To Provide the Service (Contractual Necessity)

- Create and maintain your account
- Facilitate matches
- Display your profile to compatible users
- Enable messaging
- Provide subscription benefits

2.2 To Improve & Personalise the App

- Train AI tools (AI Analyser, match suggestions)
- Personalise recommendations
- Analyse feature usage
- Improve service quality

Training is performed on de-identified or aggregated data, not identifiable messaging or

profile content.

2.3 Safety, Fraud Prevention, and Moderation

We may use your data to:

- Detect suspicious or automated activity
- Verify profile authenticity
- Investigate reports
- Enforce community rules

This complies with Apple Guideline 1.2 — User Safety.

2.4 Legal Compliance

We may process data when required to:

- Respond to lawful requests
- Comply with regulatory obligations
- Prevent fraud or illegal activity

3. Legal Bases (GDPR / UK GDPR)

We process your data under:

- **Contract** — To provide the Service you request
- **Consent** — For optional permissions and features
- **Legitimate Interest** — Safety, fraud prevention, service optimisation
- **Legal Obligation** — Compliance with law enforcement and regulators

You may withdraw consent at any time via your device settings or by deleting your account.

4. How We Share Your Information

We do **not** sell personal data. We do **not** share data with advertisers. We do **not** use third-party ad networks.

We share information only with:

4.1 Service Providers

Who support:

- Cloud hosting
- AI processing
- Security
- Analytics (non-identifiable)
- Customer support

They are contractually obligated to protect your data.

4.2 Other Users

Only the information you choose to make public is shown:

- Photos
- Bio
- Profile details
- Likes & matches

4.3 Legal Requests

We may disclose data if required by law or to address safety violations.

5. Data Retention

We retain personal data only as long as necessary to:

- Provide the Service
- Resolve disputes
- Enforce policies
- Comply with legal obligations

After Account Deletion:

- Profile becomes inaccessible immediately
- Core personal data is erased within 30 days
- Logs may be retained longer where legally required (e.g., fraud prevention)

This meets Apple guideline 5.1.1(v).

6. User Rights

Depending on your jurisdiction, you may request:

- Access to your data
- Correction
- Portability
- Deletion
- Restriction of processing
- Objection to certain uses
- Withdrawal of consent

Contact details are provided in Section 11.

7. Children's Privacy

The Service is exclusively for users **18 years and older**.

We do not knowingly collect data from minors. Accounts found to belong to minors will be removed immediately.

This aligns with Apple's policy for dating apps.

8. Security

We use:

- Encrypted communication (HTTPS/TLS)
- Secure authentication
- Access controls
- Intrusion monitoring
- Regular internal audits

No system is ever fully secure; users must exercise judgment when interacting with others.

9. International Transfers

Data may be processed in the UK or other jurisdictions with adequate protections.

Where required, we use:

- Standard Contractual Clauses (SCCs)
- International transfer mechanisms compliant with GDPR

10. Third-Party Links

Partner venues or external websites may appear in the app. We are not responsible for their privacy practices.

11. Contact Information

Vincli Ltd

Company Number: 16677554 — Registered in England and Wales

Email: hello@vincli.com

Website: <https://vincli.com>

We respond to privacy requests within required legal timeframes.

12. Updates to This Privacy Policy

Vincli may update this Privacy Policy to reflect:

- Changes in features
- Legal requirements
- Apple App Store policies

Material changes will be communicated in the app. Continued use constitutes acceptance.