

Cherry — Privacy Policy

Last Updated: August 1, 2026 Effective Date: August 1, 2026

1. Introduction

This Privacy Policy explains how we (“we,” “our,” or “us”) collect, use, disclose, and safeguard your information when you use Cherry (the “App”).

By using the App, you agree to the collection and use of information in accordance with this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not use the App.

2. Information We Collect

2.1 Account Information

- **Authentication Data:** Anonymous authentication identifiers created through Firebase Authentication. The App does not require your name, email, or a real photo of you to create an account.
- **Preferences:** The style, gender, and personality preferences you select during onboarding.

2.2 Chat and Content Data

- **Chat Messages:** The messages you send to AI Personas, and the AI-generated replies, are stored in your account so your conversation history persists between sessions.
- **Quick-Pic Requests:** The outfit/scene/pose/accessory tags you choose to generate a Persona photo.
- **Generated Photos:** AI-generated Persona photos are stored and may be reused across users when the same tag combination is requested (this does not expose your chat content — only the resulting image, keyed by its style tags, is shared).

- **Photos You Send:** If you choose to send a photo in a chat, the image is uploaded to our storage and sent to a third-party AI vision provider so the Persona can describe and react to it, and so it can be screened for unlawful content. Photos you send are never added to the shared pool described above and are never shown to other users. Granting camera or photo library access is optional; the App works without it.
- **Voice Dictation:** If you use the microphone button, speech is converted to text on your device and only the resulting text is sent. No audio recording is uploaded or stored.

2.3 Purchase Information

- **Subscription Data:** We use RevenueCat to manage subscriptions and in-app purchases. RevenueCat processes your purchase transactions. We do not have access to your full payment details (such as card numbers) — these are handled by Apple/Google.

2.4 Device and Usage Information

- **Device Information:** Device type, operating system version, and push notification tokens.
- **Analytics:** Anonymized usage data such as features used and session duration, to improve the App.
- **Crash Reports:** If the App crashes or hits an error, diagnostic data (device model, OS version, and the technical details of the failure) is sent to Firebase Crashlytics so we can fix it.

2.5 Advertising Identifier (IDFA) and Tracking

On iOS, the App asks for your permission through Apple's **App Tracking Transparency** prompt the first time you open it.

- **If you allow it,** we collect your device's advertising identifier (IDFA) and share it with RevenueCat for a single purpose: attributing app installs and subscription conversions to the marketing campaign you came from, so we can measure which campaigns work.
- **If you decline,** the identifier is not collected. **Nothing in the App changes** — no feature is restricted or degraded.
- The App contains **no advertisements**. We do not sell your personal information, and we do not share it with data brokers.

- You can change your choice at any time in **iOS Settings** → **Privacy & Security** → **Tracking**.

3. How We Use Your Information

- **Provide Core Services:** To generate in-character chat replies and AI photos, and to maintain your conversation history and credit balance.
- **Process AI Requests:** Your chat messages are sent to our third-party AI chat provider (see below) to generate a Persona's reply; your Quick-Pic tag selections are sent to our third-party image-generation provider to produce a photo; a photo you send in chat is sent to our third-party AI vision provider to be described and screened.
- **Measure Marketing:** If you allow tracking, your advertising identifier is used only to attribute your install or subscription to the campaign it came from (see Section 2.5).
- **Manage Subscriptions:** To verify your subscription/credit status and provide access to Pro features.
- **Send Notifications:** To notify you via push notifications when a requested photo is ready.
- **Improve the App:** To analyze usage patterns and improve performance and features.
- **Customer Support:** To respond to your inquiries.

4. Third-Party Services

We use the following third-party services to operate the App:

Service	Provider	Purpose	Privacy Policy
Firebase (Authentication, Cloud Functions, Firestore, Cloud Storage, Cloud Messaging, Remote Config)	Google LLC	Backend infrastructure, data storage, push notifications	Google Privacy Policy
Firebase Analytics & Crashlytics	Google LLC	Anonymized usage analytics and crash reporting	Google Privacy Policy

Service	Provider	Purpose	Privacy Policy
OpenRouter (routing to third-party LLM providers)	OpenRouter, Inc.	Generates Persona chat replies from your messages	OpenRouter Privacy Policy
FAL AI	FAL AI, Inc.	AI image and video generation; describing and screening photos you send	FAL AI Privacy Policy
RevenueCat	RevenueCat, Inc.	Subscription and purchase management; install/conversion attribution (IDFA, only if you allow tracking)	RevenueCat Privacy Policy

5. Data Storage and Security

- **Storage Location:** Your data is stored on Firebase servers located in the United States (us-central1).
- **Security Measures:** We implement industry-standard security measures including encrypted data transmission (TLS/SSL), secure cloud infrastructure, and access controls to protect your information.
- **Chat Data Access:** Chat sessions and messages are scoped to your account — Firestore security rules prevent other users from reading your conversations.

6. Data Retention

- **Chat History:** Retained as long as your account is active. You may request deletion at any time.
- **Account Data:** Retained until you request account deletion.
- **Analytics Data:** Anonymized analytics data may be retained for up to 24 months.

7. Your Rights and Choices

- **Access:** You may request a copy of the personal data we hold about you.
- **Deletion:** You may request deletion of your account and all associated data, including chat history and generated photos linked to your account.
- **Opt-Out of Notifications:** You can disable push notifications through your device settings.
- **Opt-Out of Tracking:** You can allow or refuse collection of your advertising identifier at any time in iOS Settings → Privacy & Security → Tracking. Refusing does not restrict any feature of the App.
- **Withdraw Consent:** You may stop using the App at any time.

To exercise any of these rights, contact us at the email address in Section 10.

8. Children's Privacy

The App is strictly for users 18 years of age and older. We do not knowingly collect personal information from anyone under 18. If we become aware that we have collected data from someone under 18, we will delete that account and data promptly.

9. International Data Transfers

Your information may be transferred to and processed in the United States, where our cloud servers and AI providers are located. By using the App, you consent to this transfer, which may involve different data protection standards than your country of residence.

10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, contact us at the support email listed in the App's Profile section.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by updating the “Last Updated” date above.

This Privacy Policy is effective as of the date listed above.