

Privacy Policy for Wisebite

Effective Date: May 13, 2026

Wisebite Ltd. (“Wisebite,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your information through our website, mobile applications, and APIs (the “Service”).

1. Lawful Basis for Processing

We process your personal data based on the following legal grounds:

- **Performance of a Contract:** To provide the analysis and tools you request.
- **Explicit Consent:** For the processing of health-related data (e.g., allergies, dietary restrictions).
- **Legitimate Interests:** For app analytics, security, and service improvement.
- **Legal Obligation:** To comply with tax, fraud prevention, or regulatory requirements.

2. Information We Collect

A. Account & Profile Data: Name, email, and password. **B. Health & Dietary Data (Sensitive Information):** If you provide it, we collect information regarding your allergies, dietary preferences, or health goals (e.g., "diabetic-friendly," "gluten-free"). **C. Content & Usage:** Photos of food labels, barcodes scanned, and AI-generated chat history. **D. Automated Technical Data:** IP address, device ID, and crash logs.

3. AI Processing and Transparency

Wisebite uses Artificial Intelligence (AI) to interpret ingredient labels and provide nutritional insights.

- **Nature of Processing:** Our AI analyzes images and text you upload to identify potential allergens or nutritional values.
- **Human Oversight:** AI outputs are automated. If you believe an AI analysis is incorrect, you have the right to request a manual review or contest the result by contacting team@wisebite.net.
- **Training:** We may use anonymized (de-identified) data to train and improve our AI models. You can opt-out of this in your app settings.

4. Special Category Data (EU & UK Users)

Because information about allergies or medical diets is considered "Special Category Data" under the GDPR:

- **Explicit Consent:** By selecting allergy filters or asking health-related questions, you provide **explicit consent** for us to process that data.
- **Withdrawal:** You may withdraw this consent at any time by deleting your health profile or account.

5. Data Sharing & Third Parties

We do not sell your personal data. We only share information with:

- **Infrastructure Providers:** Secure cloud hosting (e.g., AWS, Google Cloud).
- **AI Service Providers:** Secure APIs used for image/text recognition.
- **Compliance:** If required by law or to protect our legal rights.

6. International Data Transfers

Wisebite is headquartered in the EU. If your data is transferred to a country outside the EEA (such as the US), we ensure it is protected via **Standard Contractual Clauses (SCCs)** or other recognized legal safeguards.

7. Your Rights

Depending on your location (e.g., GDPR in the EU, CCPA in California), you have the right to:

- **Access & Export:** Request a copy of your data.
- **Correction & Deletion:** Update or "be forgotten" by our systems.
- **Restrict Processing:** Limit how we use your data.
- **Data Portability:** Move your data to another service. To exercise these rights, email team@wisebite.net.

8. Data Retention

We retain your personal data only as long as your account is active. If you delete your account, we will purge your personal data within 30 days, except for anonymized technical logs or data we are legally required to keep.

9. Children's Privacy

The Service is not directed toward children under 13 years of age. We do not knowingly collect data from children. If we discover such data has been collected, it will be deleted immediately.

10. Security

We use industry-standard security measures including encryption in transit and at rest. While we take every precaution, no internet transmission is 100% secure.

11. Contact Us

Wisebite Ltd.

Email: team@wisebite.net

Web: <https://wisebite.net>
