

Decant Privacy Policy

Last Updated: May 24, 2026

This Privacy Policy describes how **POISE VENTURES LLC** (“Decant,” “we,” “us,” or “our”) collects, uses, and shares information when you use the Decant mobile application and related services (the “App”).

By using the App, you acknowledge that you have read and understood this Privacy Policy. Capitalized terms not defined here have the meanings given in our Terms of Service.

1. Age (21+)

Decant is intended only for users who are at least 21 years old. We do not knowingly collect personal information from anyone under 21. If you believe a person under 21 has provided us personal information, contact us at **support@decantapp.com** and we will delete it.

2. Information We Collect

Information you give us

- **Account information.** When you create an account, we collect your email address and a password (or, if you sign in through Apple or Google, the basic profile information that provider shares with us). You may optionally provide a display name.
- **Wine label photos.** When you use the App to scan a wine, you submit a photo of the label. These photos are uploaded to our servers and used to identify the wine.
- **Scan history and saved wines.** We store the wines you scan, save, or rate so you can return to them later.
- **Tasting notes, ratings, and reviews.** Any notes, ratings, or reviews you create in the App are stored with your account.
- **Communications.** If you email or message us, we keep a record of that correspondence.

Information we collect automatically

- **Device and usage data.** We collect basic information about your device and how you use the App, including device type and operating system, app version, language, IP address, approximate location derived from IP, session timestamps, crash reports, and the actions you take in the App (for example, scans performed and features used). This helps us run, secure, and improve the App.

Information we receive from third parties

- If you sign in with Apple or Google, we receive the basic profile information you authorize that provider to share.

We do **not** collect precise device location, contacts, payment card numbers, or any “sensitive personal information” (as defined under California law) such as race, religion, health, biometric identifiers, or precise geolocation.

3. How We Use Your Information

We use the information we collect to:

- provide and operate the App, including identifying wines from your photos and saving your scan history and notes;
- create, secure, and manage your account;
- improve the App, including improving our wine recognition models, fixing bugs, and developing new features;
- respond to your support requests and communicate with you about the App (for example, important service announcements);
- enforce our Terms of Service and protect against fraud, abuse, and security incidents; and
- comply with legal obligations.

We process your information based on your consent, to perform our contract with you, to comply with legal obligations, and for our legitimate interests in operating and improving the App.

4. AI Wine Recognition

To identify wines, we send the photos you submit (and limited related metadata) to **third-party AI service providers** that operate machine learning models on our behalf. These providers are contractually required to:

- process your data only as needed to deliver the wine recognition service to us;
- maintain appropriate security safeguards; and
- not use your data for their own purposes or to train their general models without our authorization or your consent.

Our AI providers may change over time. We will update this Privacy Policy to reflect material changes to how your information is processed.

5. How We Share Information

We do **not** sell your personal information, and we do **not** share it for cross-context behavioral advertising.

We share information only in the following limited circumstances:

- **Service providers.** We share information with vendors that help us operate the App — for example, cloud hosting, authentication, customer support tools,

crash reporting, product analytics, and the AI providers described in Section 4. These vendors are contractually limited to using the information only to provide services to us.

- **Legal and safety.** We may disclose information if we believe in good faith that disclosure is necessary to comply with a law, regulation, legal process, or governmental request; to enforce our Terms of Service; or to protect the rights, property, or safety of Decant, our users, or others.
- **Business transfers.** If Decant is involved in a merger, acquisition, financing, or sale of assets, your information may be transferred as part of that transaction. We will notify you of any such transfer that materially changes how your information is handled.
- **With your consent.** We will share information in other ways with your consent or at your direction.
- **Aggregated or de-identified data.** We may share aggregated or de-identified information that cannot reasonably be used to identify you.

6. Data Retention

We keep your information for as long as your account is active and as long as needed to provide the App and comply with our legal obligations. When you delete your account, we delete or de-identify your personal information within a reasonable period, except where we are required to retain it for legal, security, or fraud-prevention reasons. Backup copies may persist for a limited additional period.

7. Security

We use reasonable technical and organizational measures designed to protect your information, including encryption in transit. No system is perfectly secure, however, and we cannot guarantee the absolute security of your information.

8. Your Choices and Rights

You can:

- **Access and update** your account information at any time from within the App.
- **Delete your account** from within the App or by emailing support@decantapp.com. Deleting your account deletes your wine label photos, scan history, notes, and ratings, subject to the retention rules above.
- **Opt out of marketing emails** by following the unsubscribe instructions in any such email. We may still send you transactional or service-related messages.
- **Control device permissions** (such as camera access) through your device settings.

California residents (CCPA/CPRA)

If you are a California resident, you have the right to (i) know what personal information we collect, use, disclose, and share; (ii) request access to or a copy of your personal information; (iii) request deletion of your personal information; (iv) request

correction of inaccurate personal information; and (v) not be discriminated against for exercising these rights. We do not sell your personal information or share it for cross-context behavioral advertising as those terms are defined under California law. To exercise these rights, email **support@decantapp.com**. We will verify your request by confirming control of your account email.

EEA / UK residents (GDPR)

If you are located in the European Economic Area or United Kingdom, you have the right to access, correct, delete, restrict, or object to our processing of your personal information, and to data portability. You may also lodge a complaint with your local supervisory authority. The legal bases we rely on are described in Section 3. To exercise your rights, email **support@decantapp.com**.

9. International Data Transfers

We are based in the United States, and your information will be processed in the United States and other countries where our service providers operate. These countries may have data protection laws different from those in your country. By using the App, you consent to such transfers, and we use appropriate safeguards (such as standard contractual clauses) where required by law.

10. Children

The App is not directed to children, and we do not knowingly collect personal information from anyone under 21. See Section 1.

11. Third-Party Services

The App may link to third-party services (for example, Apple or Google sign-in). This Privacy Policy does not apply to those services, and we are not responsible for their privacy practices. Please review their privacy policies before using them.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you through the App or by email and update the “Last Updated” date above. Your continued use of the App after changes take effect means you accept the revised Privacy Policy.

13. Contact Us

For questions, requests, or complaints about this Privacy Policy or our handling of your information, contact:

POISE VENTURES LLC Email: support@decantapp.com