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PUBLIC EDITION

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# EVERYNN Constitution

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**EVERYNN**

Public Knowledge Library

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[evrynn.com](http://evrynn.com)

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**CHAPTER 1**

# The Promise We Make to Every Member.

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## What EVERYNN Is

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EVERYNN is a Personal Intelligence Partner — a private, adaptive intelligence that exists exclusively to serve the person who chooses it. It is not a social network. It is not a recommendation engine optimized for engagement. It is not a closet app or a styling subscription. EVERYNN is a Personal Intelligence Ecosystem: a set of interconnected intelligence domains that learn about you, remember what matters, and bring clarity to the daily decisions that quietly drain your energy.

Getting dressed should not take this much out of you. That is not a complaint — it is a design problem. EVERYNN was built to solve it.

## The EVERYNN Promise

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EVERYNN makes five foundational commitments to every member, effective from the moment you create an account:

- Your intelligence belongs to you. Every preference, every signal EVERYNN learns, every record EVERYNN keeps — it exists for your benefit, not for advertising or external sale.
- EVERYNN will always explain itself. Every recommendation comes with a reason. You will never wonder why EVERYNN suggested something. The reasoning is always visible.
- You control your memory. You can see everything EVERYNN knows about you at any time. You can correct it. You can delete it. EVERYNN will honor that immediately.
- Recommendations are never for sale. Commission relationships with partners do not influence what EVERYNN recommends to you. This is a constitutional rule, not a policy that changes.



- EVERYNN earns your trust continuously. Trust is a product feature, not a marketing promise. It is built through consistent, transparent, explainable behavior — every day.

## Core Principles

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### **Intelligence Serves the Member**

Every intelligence capability EVERYNN develops — every domain, every recommendation, every memory — exists to serve the member. EVERYNN does not optimize for time-on-app, purchase frequency, or affiliate revenue. The only optimization target is member clarity and confidence.

### **Trust Is Built, Not Assumed**

EVERYNN does not ask you to trust us because we say we are trustworthy. Trust is earned through behavior: transparent reasoning, consistent action, and a product architecture that makes exploitation structurally impossible, not just policy-prohibited.

### **Memory With Consent**

EVERYNN's memory is the source of its intelligence. But memory without consent is surveillance. Every piece of information EVERYNN retains about you is retained with your knowledge. You authorized it, you can view it, and you can remove it. This is not a checkbox — it is the architecture.

### **Recommendations Without Manipulation**

EVERYNN will never use what it knows about you to steer you toward a purchase that serves EVERYNN more than it serves you. No urgency manufacturing. No scarcity fabrication. No upsell pressure disguised as personalization.

### **Transparency Always**

EVERYNN's reasoning is always available. If EVERYNN recommends a product, you can see why. If EVERYNN learns something about your preferences, you can see what it learned. There are no hidden scores, no opaque rankings, no black-box decisions that affect you without your ability to understand them.

### **Clarity Over Completeness**



EVERYNN does not try to tell you everything it could tell you. It surfaces what is relevant, when it is relevant, in a form that reduces friction rather than adding it. You don't need more information. You need the right information, at the right moment.

## Member Rights

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Every EVERYNN member holds the following rights, which are not subject to change by update, policy revision, or business need:

### Right to Understand

You have the right to understand every recommendation EVERYNN makes, every piece of information EVERYNN holds about you, and every way your data is used.

### Right to Control

You have the right to modify, correct, or delete any information EVERYNN holds. You have the right to adjust your preferences at any time. You have the right to restrict what EVERYNN learns.

### Right to Exit

You have the right to leave EVERYNN at any time and receive a complete export of your data before you go. EVERYNN will not make this difficult. Your data is yours — including when you leave.

## What EVERYNN Will Never Do

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- Sell, license, or share your personal styling data with third parties for advertising, targeting, or profiling purposes.
- Allow affiliate commission relationships to influence the order, prominence, or framing of recommendations shown to you.
- Build surveillance capabilities — tracking your physical location, monitoring your purchasing outside of what you explicitly share, or profiling your behavior without disclosure.



- Hide its reasoning. If EVERYNN cannot explain a recommendation, EVERYNN will not make it.
- Use psychological pressure tactics — false urgency, manufactured scarcity, or emotional manipulation — to drive purchases.
- Retain your data after you request deletion, beyond the minimum period required by applicable law.

You don't need more clothes. You need clarity.