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MEMORY PRINCIPLE

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# Getting to Know You Is Different From Tracking You.

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**EVRYNN**

Public Knowledge Library

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

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## Getting to know you is different from tracking you.

Memory is what makes intelligence possible. Without memory, every interaction starts from zero. Without memory, 'personalization' is just a word for showing you things you might click. With memory, EVERYNN can build a genuine understanding of who you are and what works for you — and that understanding becomes more accurate and more useful over time.

But memory is also the place where intelligence becomes uncomfortable. When a system knows a lot about you, the question of who controls that knowledge — and what it is used for — matters enormously. EVERYNN's Memory Principle is the answer to that question.

### What My EVERYNN™ Remembers

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My EVERYNN™ is EVERYNN's memory layer. It maintains a living record of your intelligence profile across all eight domains. Specifically, it holds:

- Your stated and inferred style preferences, updated continuously
- Your closet catalog: every item you've added, tagged, or referenced
- Your occasion and calendar history: the types of events you dress for most
- Your feedback history: what you loved, what didn't work, what you returned
- Your trip history: destinations, packing outcomes, weather preferences
- Your marketplace activity: items viewed, saved, and purchased
- Your rewards activity: credits earned, redeemed, and outstanding
- Key milestones and life context you've shared (job changes, major events, style evolutions)

### The Consent Architecture

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Every piece of information in My EVERYNN™ exists because you created it — through direct input or through actions that you understood would be observed. EVERYNN does not infer and record sensitive personal characteristics without disclosure. EVERYNN does not acquire information about you from third-party data brokers. EVERYNN does not build a memory profile from sources you didn't authorize.

When you first use EVERYNN, the memory architecture is explained clearly: what EVERYNN learns, how it learns it, where it stores it, and how you control it. Consent is informed and ongoing — not buried in a terms-of-service document you're not expected to read.

## The Difference Between Memory and Surveillance

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Surveillance is observation without consent, for the benefit of the observer. Memory is observation with consent, for the benefit of the person being observed. The distinction is not semantic — it is architectural.

### **Surveillance is covert. Memory is transparent.**

You can see everything EVERYNN knows about you. There are no hidden profiles, no shadow scores.

### **Surveillance serves the observer. Memory serves you.**

EVERYNN's memory exists to make your experience better. It is not used to build advertising profiles or sold to third parties.

### **Surveillance is permanent. Memory is under your control.**

You can delete your EVERYNN memory at any time. Surveillance systems rarely offer this.

## How to See Everything EVERYNN Knows About You

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Your full EVERYNN memory profile is accessible in-app under My EVERYNN™. From this view, you can:

- Browse your complete preference profile, organized by intelligence domain
- See how EVERYNN has interpreted your feedback and interactions
- View your full closet inventory, occasion history, and trip records
- Review every preference signal EVERYNN has recorded
- Export a complete data file in a readable format

## How to Delete It

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EVERYNN provides three deletion options:

### **Delete a Specific Record**

Remove a single item from your closet, a specific feedback entry, or a particular preference signal. Targeted corrections, not full resets.

### **Clear a Domain**

Reset all memory within a single intelligence domain. Useful if your style in one area has evolved significantly.

### **Full Data Deletion**

Delete your entire EVERYNN memory profile. EVERYNN will confirm deletion within 30 days. Note: this cannot be undone.

## **The Memory Durability Standard**

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EVERYNN holds its memory to a durability standard: memory should be stable enough to be useful, but flexible enough to reflect who you are today rather than who you were when you joined. The Memory Durability Standard governs how EVERYNN weights recent signals versus historical patterns:

- Recent feedback is weighted more heavily than older feedback
- Life-stage signals (noted explicitly or inferred from sustained pattern shifts) can update the baseline model
- You can manually reset domain-level preferences without losing cross-domain memory
- EVERYNN will not hold a fixed model of you against new evidence

Memory is how EVERYNN earns the right to call itself a partner. It is how intelligence becomes genuinely personal. And it is held to a standard that makes the word 'trust' mean something.