

# E

TRUST FRAMEWORK

---

# Trust Is a Product Feature.

---

**EVRYNN**

Public Knowledge Library

Issued: June 13, 2026

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

---



# Trust is a product feature.

This document describes EVERYNN's complete public trust commitment. It is not a privacy policy (that is a separate legal document). It is EVERYNN's affirmative statement of how it earns and maintains the trust of every member — the principles, the pillars, the practices, and the verifiable commitments.

## The Five Pillars of Trust

---

### 1. Intelligence Transparency

Every recommendation EVERYNN makes comes with a visible reason. You can always see why a product was suggested, why an outfit was assembled, why a priority was surfaced. There are no black-box decisions. If EVERYNN cannot explain something, it will not do it.

### 2. Data Sovereignty

Your data belongs to you. EVERYNN holds it in trust, uses it to serve you, and returns it or deletes it on your instruction. EVERYNN will never sell your personal styling data. EVERYNN will never license it to advertisers. EVERYNN will never share it in a form that identifies you without your explicit consent.

### 3. Recommendation Integrity

EVERYNN's recommendations are governed by a constitutional principle (PI-COMP-001): affiliate commission relationships with partners never influence the ranking, prominence, or framing of recommendations. A product is recommended because it is right for you — not because a partner pays more.

### 4. Partner Governance

Partners who appear in the EVERYNN marketplace must meet EVERYNN's certification standards. Those standards are public. Partner performance is monitored. Partners who violate member trust standards are removed. EVERYNN's partner relationships are a trust accountability surface, not just a revenue channel.

### 5. Member Control



You hold meaningful control over your EVERYNN experience. You can see your data, correct it, restrict it, or delete it. You can pause EVERYNN's learning. You can export your full data profile at any time. Control is not a setting buried in preferences — it is a first-class product feature.

## What EVERYNN Collects

---

EVERYNN collects information that you provide directly and information that your interactions generate. Specifically:

- Style preferences, aesthetic feedback, and explicit input you provide
- Closet catalog items you add, including photos and metadata you supply
- Calendar events and occasion types (what you share — EVERYNN does not access your calendar without permission)
- Interaction patterns: what you save, what you dismiss, what you wear, what you return
- Trip and travel information you enter
- Marketplace interactions: items viewed, saved, purchased through EVERYNN
- Rewards activity: credits earned, redeemed, and pending

## What EVERYNN Never Collects

---

- Location data beyond what you explicitly share for a specific purpose
- Biometric data of any kind
- Financial account information beyond payment processing (handled by a certified payment processor — EVERYNN sees only transaction confirmation)
- Communications content (emails, messages, social media posts)
- Behavioral data from other apps or websites
- Information about people who are not EVERYNN members

## How Every Recommendation Is Explainable

---

EVERYNN's recommendation architecture is built around explainability as a requirement, not a feature. Every recommendation carries a structured reason set that includes:



- Which intelligence domain(s) generated the recommendation
- Which specific preference signals informed it
- Why this product was selected over alternatives
- What partner relationship, if any, exists with the brand — and confirmation that the relationship did not affect ranking

## How to Verify EVERYNN's Commitments

---

EVERYNN publishes its partner standards, commission governance principles, and data practices in its public Knowledge Library. The constitutional principle governing recommendation integrity (PI-COMP-001) is versioned and dated. Any change to EVERYNN's trust commitments will be announced to members before taking effect, with a 30-day notice period and member acknowledgment required.

## Member Control Rights

---

### View Your Data

Access a complete summary of everything EVERYNN knows about you via My EVERYNN™ in-app.

### Correct Your Data

Update, modify, or override any preference or record EVERYNN holds.

### Delete Your Data

Request full data deletion. EVERYNN will confirm deletion within 30 days, except for records required by law.

### Export Your Data

Download a complete export of your EVERYNN profile at any time.

### Pause Learning

Temporarily stop EVERYNN from adding to your intelligence profile while continuing to use the app.



## **Close Your Account**

Leave EVERYNN at any time. Your data export will be ready before your account closes.