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INTELLIGENCE ATLAS™

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# Memory Intelligence™

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**EVRYNN**

Intelligence Atlas™

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# Memory Intelligence™

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## What Memory Intelligence™ Is

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Most technology has no memory. Every session starts over. Yesterday's context is gone. What you taught the system last week is not available this week. EVERYNN was designed differently — because memory is what makes intelligence real, and continuity is what makes a relationship possible.

Memory Intelligence™ is the domain that gives every other domain continuity. Without it, PSI resets every session, learning nothing from what came before. Closet Intelligence™ stagnates, unable to observe wear patterns across time. Dress Me starts from scratch every time you open the app. With Memory Intelligence™, EVERYNN becomes more useful over time instead of less — which is how it should work.

The distinction between memory and surveillance is one EVERYNN takes seriously. Memory — genuine memory, the kind that makes a relationship feel real — is built from what someone shares within a trusted relationship. Surveillance is the collection of information without consent, often outside the context where the relationship exists. EVERYNN is designed to do the first and not the second. The architecture enforces that distinction; it is not just a policy.

What Memory Intelligence™ holds is exactly what you have shown EVERYNN within the product. Your saved looks. Your profile declarations. Your feedback. Your occasion history. The full record of your interaction with EVERYNN, and nothing else. No external signal supplements it. No behavioral inference expands it beyond what you have authorized. The boundary is structural.

## The Six Compliance Sections

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The following six sections define Memory Intelligence™ in full, as required by the Intelligence Domain Publication Rule governing every EVERYNN intelligence domain.

## PURPOSE

Memory Intelligence™ exists to give EVERYNN durable continuity across sessions, occasions, and time — so that what the member has taught it is never lost, what worked is remembered, and what did not work is also remembered.

The purpose is not to accumulate data for its own sake. It is to make EVERYNN genuinely smarter with each interaction — to ensure that the intelligence EVERYNN provides today reflects everything you have shared with it since you joined, not just what you shared in the current session.

## INPUTS

All explicit feedback signals across all domains — saved looks, profile edits, preference updates, rejected recommendations. These are the primary inputs. Every deliberate action a member takes within EVERYNN is a signal that Memory Intelligence™ retains and makes available to other domains.

Occasion history — the record of occasions a member has logged, planned for, or dressed for with EVERYNN's assistance. Over time, this creates a readable picture of how the member's calendar is structured and what contexts they regularly navigate.

Style evolution signals over time — the patterns that emerge across months of interaction, showing how the member's preferences and choices have shifted. Not inference: observation of actual choices across an extended timeline.

My EVERYNN™ — the member's personal intelligence record. This is both an input channel and an output surface. Members can add context to their record directly, supplementing observed signals with explicit declarations about their current preferences and priorities.

## OUTPUTS

Continuity in Dress Me across sessions. When a member returns to EVERYNN after days or weeks away, they return to a system that remembers them — their last interactions, their recent saves, their current occasion context. There is no cold start.

PSI profile that deepens rather than resets. Memory Intelligence™ ensures that the learning PSI accumulates from each interaction is durable. The profile does not regress when the member returns after a period of inactivity.

The My EVERYNN™ screen — the member's complete intelligence record, readable and editable. This is the most visible manifestation of Memory Intelligence™: a single screen where the member can see everything EVERYNN knows about them, organized and legible.

Long-term occasion pattern recognition. Over time, Memory Intelligence™ enables EVERYNN to recognize that certain occasions recur — that a member who dressed for a board presentation in March will likely face that context again. That recognition shapes how EVERYNN prepares them.

### **TRUST MODEL**

The My EVERYNN™ screen shows the member everything EVERYNN remembers about them. Every record is viewable. No information is held in a form the member cannot access. What EVERYNN remembers and what the member can see are the same thing.

Every record is editable. The member is not a passive subject of their own memory record — they are its custodian. If a record is inaccurate, incomplete, or no longer relevant, the member can correct or delete it.

Deletion is honored immediately. When a member deletes a record, it is removed from the system. EVERYNN does not maintain shadow records, archived copies, or inferred reconstructions of deleted data. What the member removes is gone.

EVERYNN does not maintain shadow records. What the member sees on the My EVERYNN™ screen is what EVERYNN holds. There is no hidden layer, no secondary database, no backup copy that persists after deletion.

### **EXPLAINABILITY MODEL**

When Memory Intelligence™ influences a recommendation, that influence is named explicitly. EVERYNN does not draw on memory silently — it surfaces the specific memory that made a recommendation relevant: 'you've worn fitted tailoring to client meetings eight times in the last three months.'

The standard is: EVERYNN never references memory without naming what it remembered. The member should always be able to identify the specific recall event that shaped a recommendation — not just that EVERYNN remembered something, but what it remembered and how that influenced the output.

When a member sees a memory-driven explanation and wants to correct the underlying record, the path to do so is direct. The explanation panel can surface the relevant My EVERYNN™ record, and the member can edit it from there.

### **MEMBER VALUE**

Success is when EVERYNN feels like it knows the member. Not because it is mining data — because it is paying attention, in the way that a trusted partner pays attention. That

quality of genuine remembering is rare in technology.

The practical measure is continuity: the experience of returning to EVERYNN and finding that your context has been preserved, that the intelligence you built up over months is still there, and that today's recommendations reflect the full history of your relationship with the system.

Memory Intelligence™ is the domain that makes EVERYNN feel like more than a tool. A tool is useful every time you pick it up. A partner remembers who you are. That quality of remembering is what EVERYNN is designed to deliver.

## Memory vs. Surveillance — The Line EVERYNN Will Not Cross

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Memory Intelligence™ retains what the member has shown or told EVERYNN within the product. It does not track behavior outside the app. It does not monitor your location. It does not observe what you browse on other platforms. It does not infer what you are doing from signals outside the EVERYNN environment. The scope of what EVERYNN remembers ends at the boundary of your interaction with the product.

EVERYNN does not use inferences about the member's life, location, or relationships to supplement its memory. If you have not told EVERYNN something directly or shown it through action within the app, EVERYNN does not know it. There is no enrichment layer, no third-party data augmentation, no behavioral modeling that draws on signals outside the product.

EVERYNN does not share what it remembers with third parties. The memory record is between the member and EVERYNN. Partner relationships do not grant access to member intelligence records. Advertisers do not receive memory data. Data does not flow from Memory Intelligence™ to any external party for any commercial purpose.

This boundary is explicit, structural, and constitutional. It is not a policy that changes based on business conditions. It is an architectural constraint — the product is built so that crossing this line is not possible, not just prohibited. That is the EVERYNN standard for the distinction between memory and surveillance.

## The Right to Forget

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You can delete your memory at any time. That right is unconditional — it does not require a reason, a waiting period, or any form of justification. It applies to individual records (one saved look, one profile element, one occasion entry) and to your complete record (a full reset that removes everything EVERYNN holds about you).

When you request deletion, EVERYNN removes the record immediately. There is no grace period during which the record persists. There is no archive copy that survives the deletion. The record is gone, and EVERYNN's behavior adjusts accordingly — it no longer has that information to draw on.

For selective deletion: removing a single record removes its influence on recommendations and explanations. If a saved look drove a profile element that you delete, the profile element updates to reflect that the underlying signal no longer exists. The effect is proportional and immediate.

For full reset: EVERYNN returns to the state it was in when you first joined. Your onboarding profile is cleared. Your saved looks are removed from the intelligence layer. Your occasion history is deleted. EVERYNN begins again from whatever you choose to share with it after the reset. This is your right to exercise whenever you choose.

What you can expect from EVERYNN after a deletion: it will not reference what it no longer has. It will not behave as if the deleted record still exists. It will not attempt to reconstruct deleted information from indirect signals. You told EVERYNN to forget — and EVERYNN forgets.

**"Memory is what makes intelligence real. The right to forget is what makes it safe."**