AI Transparency Statement

Fit Analytics Innovation GmbH
Last Significant Update: 13 Aug 2026

Introduction

This statement explains where and how Artificial Intelligence (AI) is used within our Products, including Fit Finder, Fit Cues, the Shopping Assistant, and any future additions (collectively, the **"Products"**), as integrated via Widget (SDK) or API into the websites of our commercial partners (**"Stores"**).

This statement addresses the transparency obligations of the EU Artificial Intelligence Act (Regulation (EU) 2024/1689). It is separate from our Privacy Policy, which covers what personal data we process and on what basis.

Where We Use AI

- **The Shopping Assistant:** uses a large language model (LLM) to answer your questions and suggest products in natural language.
- **Fit Finder and Fit Cues:** uses machine learning (ML) to recommend your size and provide fit insights using your measurements, fit preferences, and product information.

Our Role

Fit Analytics Innovation GmbH acts as the provider of these AI systems, while the Store operates as the deployer. In our role as provider, we build our systems to satisfy the Act's transparency requirements; Stores remain responsible for how these products and features are presented on their platforms.

Our AI systems do not perform emotion recognition or biometric categorisation, and do not fall within Annex III of the AI Act. Therefore, the requirements for high-risk systems do not apply.

The Shopping Assistant

- **You Are Talking to AI** (EU AI Act, Art. 50(1)): Our Shopping Assistant is an AI system. We disclose this directly in the Shopping Assistant interface.
- **AI Output Marking** (EU AI Act, Art. 50(2)): Responses are generated using a third-party LLM, which automatically embeds a machine-readable watermark into generated text to identify it as AI-created content. We do not alter or remove these markers.

- **Accuracy Limitations:** The AI can make mistakes. Information provided by the Shopping Assistant may occasionally be inaccurate or out of date. Please verify details on the official product page before purchasing.
- **No Third-Party Provider Training:** Under our agreements with our service providers, conversations in the Shopping Assistant are never used to train or improve their AI models.
- **Internal Product Improvement:** Pseudonymised conversation logs are used internally to improve our Products and services, as detailed in our Privacy Policy.

Fit Finder and Fit Cues

Fit Finder and Fit Cues do not interact with you in natural language, and do not generate synthetic text, images, audio, or video. Therefore, Article 50 does not apply to these Products.

Size recommendations and fit insights are presented as suggestions and can be changed at any time during your shopping session.

Changes to this Statement

We may update this statement as our Products change or as guidance under the EU AI Act develops. When updates occur, we will notify the Stores that use our Products before publishing the revised version. If an update affects how we use AI, we will notify you directly through our Products.

Contact Information

For questions about how we use AI in our Products, contact us at privacy@fitanalytics.com.