



Sølsk

Proof of Concept

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Executive Summary

Sølsk is a revolutionary dating app designed to transform the digital dating landscape by reverting back to what made dating apps work in the first place. Simplicity through a deliberate and intentional approach to forming connections. With a core philosophy centered around encouraging users to go out into the real world on real dates by implementing a unique, cutthroat feature, “Låse”. Minimal algorithms, no greedy-practices, Sølsk aims for organic, yet focused connections, just like real life.

As a subsidiary of BTIXist Productions, Sølsk benefits from in-house creative capabilities, ensuring a visually appealing and culturally rich user experience. Our commitment to challenging the norms of traditional dating apps and offering a platform that aligns with users' values positions Sølsk as a standout player in the dating app landscape.

Product

Sølsk - “The sun rises... on a fresh start.”

Vision: To create a dating experience that reverts back to the roots of what made dating apps work in the first place, but with emphasis on fostering intentional, authentic, and lasting relationships.

Key Features:

- Focus on one match at a time.
- Cutthroat “Låse” feature for Quality Connections.
- A “feed” of infinite scroll of profiles for user retention.
- App Shuts Down to Basic Chat Feature During Låse.
- Left and Right Swiping.
- A hybrid AI/pseudo-AI assistant called Fjara.
- Instant deletion of match and chat history upon end of Låse.
- Microtransactions for Enhanced Features.

Why "Sølsk"? Despite being a fictional word, Sølsk was made to phonetically sound like “Sol” the Spanish word for “Sun” and also the word for an entire Martian day. We believe, along with the logo, people will colloquially associate “Sølsk” with the rise of the sun on a new day, a fresh beginning, a new start. The name also acts as an introductory to the Scandinavian theme of the app with the unique use of an o-slash (ø).

Customers

Target Audience: Sølsk is tailored for individuals longing for the dating experience of early online dating apps. Our primary audience includes those tired of modern-day dating app practices, individuals ready to settle down, and those looking for a dating platform that aligns with their life

stage and relationship goals. The app resonates particularly with mid-twenties to middle-aged individuals who value a slower, deliberate approach to building connections.

Unique Selling Points:

- Focus on quality over quantity
- Låse for deliberate connections
- Highly encouraged interactions
- BTIXist Productions connection for creative excellence
- Scandinavian theme as a deep connection with nature/organic

By catering to the needs and aspirations of our target audience, Sølask aims to create a space where users can navigate the dating journey with intention, depth, and a genuine sense of connection.

About the Company

BTIXist Productions is a creative powerhouse based in Dallas, Texas, with a rich background in video production and a passion for storytelling. As the driving force behind Sølisk, we bring our expertise in visual communication and design to the world of app development. With a focus on innovation and creativity, BTIXist Productions is committed to crafting digital experiences that resonate with users, foster connections, and redefine industry norms.

Principal Members

		
N/A	Brandon Delgado	N/A
Technical Co-Founder, Lead Developer	Founder, Project Lead, Creative Director	Founding Member, UI/UX Lead

Legal Structure

For the time being, BTIXist Productions is a single-member Limited Liability Company.

About

Themes

The name "Sølsk" encapsulates the core philosophy and unique approach of our dating app.

1. **A New Beginning:** Like the sun rising on a new day, we aim to begin all over again. We begin with what made dating apps work great: Swiping, matching, and little-to-no algorithm. Then we add in our unique features to spice things up. Finally, we top it off with simple and cheap microtransactions.

For customers, this means getting a true fresh start to the dating app experience with an app that reverts back to the basics, strips away modern-day practices of other dating apps, and introduces a new, unique feature for quality matches.

2. **Focus:** "Sølsk" challenges the conventional idea of juggling multiple connections simultaneously. By encouraging users to focus on one match at a time, the name symbolizes a deliberate approach to forming connections and fostering meaningful relationships.

Inspiration

The inspiration behind Sølsk stems from personal experiences with dating apps and a recognition of their flaws. Having navigated the landscape of existing platforms, our team identified key challenges, including:

- **Superficial Interactions:** Quick swipes and a focus on quantity over quality.
- **Overwhelming Options:** Simultaneous engagement with multiple matches leading to diluted connections.
- **No time limit:** This leads to conversations that often fail to foster genuine connections due to no time constraints.
- **Fatigue:** Fatigue due to the overwhelming number of potential matches and the pressure to constantly engage with multiple conversations simultaneously.
- **Gamification and Addiction:** Gamification techniques to keep users engaged, such as endless swiping or reward systems.
- **Paradox of Choice:** With an abundance of options, users may struggle to make decisions or feel satisfied with their choices. This can lead to a grass-is-always-greener mentality, causing users to constantly seek better options rather than investing in existing connections.

Philosophy

We aimed to create an app that simulates a night out at a bar, or dating events in the real world. One

cannot speak to multiple potential romantic interests simultaneously in the real world. Instead, we tend to give our full attention to one interest at a time with the intention of getting to know them. These are the quality interactions we aim to mimic.

At the same time, we wish to strongly encourage our users to go out on more dates, even if it means being cutthroat with features such as automatically deleting matches and chat history (Låse). We soften the blow with encouraging quotes such as, “Don’t make memories here, make memories out there”. We want users to not linger too long on the app and arrange a date as quickly as possible.

Visual Design

Fonts

Sølsk's visual identity is brought to life through a carefully curated selection of three distinctive fonts: League Spartan, Poppins, and Helvetica. Each font plays a specific role in creating a cohesive and engaging user experience that aligns with the app's Scandinavian-inspired aesthetic and values.

1. League Spartan (Main Font)

League Spartan, the primary font used throughout the app, is a bold and modern typeface with a geometric sans-serif design. Its clean lines and strong presence perfectly capture the app's focus on simplicity, clarity, and purposeful connections. League Spartan is used for headlines, titles, and key features text, making important information stand out and easy to read.

2. Poppins (Secondary Font)

Poppins serves as the secondary font, complementing League Spartan with its elegant and versatile design. This typeface offers a balanced and friendly appearance, making it ideal for body text, descriptions, and user-generated content. Poppin's legibility and approachable style contribute to a seamless reading experience, encouraging users to engage with the app's content and features.

3. Helvetica (Tertiary Font)

Helvetica, a classic and widely recognized sans-serif font, is used as the tertiary typeface in Sølsk. Known for its neutrality and readability, Helvetica is employed for smaller text elements, such as labels, timestamps, and notifications. Its timeless and functional design ensures that even the smallest details of the app are clear and easy to understand, enhancing the overall user experience.

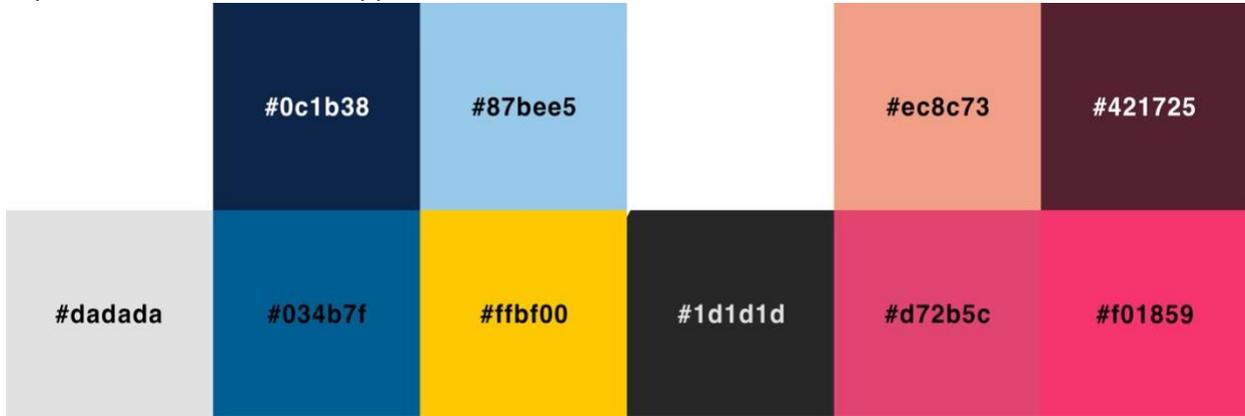
The combination of League Spartan, Poppins, and Helvetica creates a visually harmonious and engaging typography system that reflects Sølsk's commitment to simplicity, authenticity, and meaningful connections. These fonts work together seamlessly to guide users through the app, reinforcing the app's core values and Scandinavian-inspired design philosophy at every touchpoint.

Typography and Capitalization

One of the unique visual design choices of the Sølsk brand is the deliberate avoidance of capital letters except for the first letter of "Sølsk" and "Låse" and "Fjara" when appropriate. All text in our marketing materials and most text within the app will be in lower case, even if it defies conventional grammar rules. This choice stems from the belief that capital letters can appear big, strong, sharp, and sometimes intimidating. By exclusively using lower case letters, we aim to convey messages in a soft, gentle, and approachable manner, perfectly aligning with the warm and inviting ethos of Sølsk.

Color Palette

The color palette for Sølusk is inspired by the natural beauty of Scandinavian landscapes, featuring a harmonious blend of muted, earthy tones and cool, calming hues. The chosen colors evoke a sense of tranquility, authenticity, and warmth, creating a visually inviting and soothing environment for users. The color scheme complements the app's minimalist design, ensuring a cohesive and immersive user experience that reflects the app's core values.



Art style – Graphics

Sølusk's visual design embraces a Scandinavian-inspired art style, characterized by clean lines, minimalism, and functionality. The app's interface features a clutter-free layout with ample white space, allowing users to focus on the essentials and fostering a sense of clarity and purpose. The design incorporates natural textures, organic shapes, and subtle visual elements that pay homage to Scandinavian aesthetics, creating a visually striking yet understated appearance that aligns with the app's philosophy of fostering genuine, meaningful connections.



Art style – Marketing

In the same way vintage 80s/90s aesthetics invokes feelings of nostalgia to teens today who were not alive during those eras, we aim to do the same with our marketing visual design. Images of bygone days (prom, arcades) should be incorporated to also create a feeling of missing out and longing.

At the same time, our graphic designs utilize Scandinavian art styles amidst a minimalist canvas for quicker, easier, and simpler communication.



Apple exclusivity

Sølsk will launch exclusively on Apple devices to harness the premium, high-end image that Apple is known for. By being available only on iOS, we create an aura of exclusivity and scarcity to make potential users feel like they're part of an elite club and that they might miss out on the next big thing if they're not on Apple. This marketing strategy allows us to focus our limited resources on perfecting the app experience for a select market, building a strong brand identity before potentially expanding to other platforms.

Låse

Embrace the art of slow, focused dating with our unique feature, “Låse”. Immediately upon matching with another user, both users are locked into the experience for three days, encouraging a more deliberate and focused approach to getting to know each other. In order, upon matching with another user:

1. The app shuts down for both users to only a lockscreen and chat feature with the current match.
2. Users cannot edit their profiles whatsoever during this period.
3. A large countdown in bold letters and numbers remains fixed at the top, counting down the remaining time in the Låse.
4. During a Låse, the app appears as a pseudo-homescreen with “widgets” upon opening.
5. Slideshow pictures of the match becomes the background of this lockscreen to invoke a more intimate sense of connection with the match.
6. Users cannot view or interact with other profiles during this time.
7. The **three**-day match period can only be ended early through a microtransaction, “Takk”. Otherwise, Låse automatically ends in three days.
8. After a Låse ends, the match and chat are automatically **deleted**. Although the data is retained in our servers for legal purposes.



Widgets

Currently, the only widgets we will focus on are time countdown and In the future, more widgets will be added and customizable and rearranged.

COUNTDOWN

A countdown timer of how much time users have before Låse ends.

WEATHER/DATE IDEAS

A weather update is provided along with a compatible date idea.

FJARA

Fjara can help suggest date ideas.

SCHEDULE A DATE

Users can schedule a date with their match.

Upon scheduling a date, the date is sent to match through their chat where they can add the event to their Google calendar/iCalendar, etc.

Features

The Feed

The Feed in Sølsk serves as the primary interface for user discovery, designed to intuitively present potential matches and strategically integrate advertising content. Its purpose is to offer a continuous browse experience that balances user interaction with a sustainable monetization strategy.

Purpose and Design Philosophy

The Feed is engineered to mimic the familiar, infinite-scrolling interface of popular social media platforms, providing a seamless and intuitive user experience. However, its content is exclusively dedicated to profile cards of potential matches and integrated advertisements, ensuring a focused environment for discovery without the typical distractions of a general social media feed. This design aims to leverage established user habits while directing attention towards the app's core functions.

Match Discovery and Proximity Prioritization

Unlike conventional dating apps that often require manual distance filtering, Sølsk's Feed prioritizes potential matches based on geographical proximity.

- **Automatic Proximity Display:** Users will automatically see the closest potential matches at the very top of their feed.
- **Progressive Distance:** As a user scrolls down, the profile cards displayed will progressively feature individuals located at increasing distances from their current location. This eliminates the need for manual distance adjustments and ensures that the most relevant, local connections are always presented first. This intuitive spatial organization enhances the likelihood of convenient real-life meetups.

Advertising

Philosophy

Our advertising model is designed to integrate seamlessly within the user's feed, offering high-value, visible placements for partners without disrupting the core Sølsk experience. We prioritize a clean aesthetic and a balanced ad-to-content ratio to maintain a premium feel for our users.

Ad Placement Tiers & Formats

Advertisements are interspersed within the feed of profile cards, offering several distinct tiers based on size, format, and priority.

Tier 1: Standard Ad Placement

- **Format:** A static image ad displayed at **half the height** of a standard profile card.
- **Value:** This tier serves as a cost-effective, entry-level option for advertisers, providing consistent brand visibility within the user's browsing flow.
- **Cost:** Offered free of charge as a baseline integration.



Tier 2: Premium Ad Placement

- **Format:** A static image ad displayed at the **same height and width** as a standard profile card.
- **Value:** This larger format provides double the visual real estate of a Standard Ad, allowing for more impactful creative and detailed messaging.
- **Found Partner Rate:** \$150/month.



Tier 3: Full-Page Ad Placement

- **Format:** A static image ad displayed at **twice the height** of a standard profile card, occupying a significant portion of the screen.
- **Value:** This high-impact format is designed for maximum user attention and is ideal for major campaigns or brand announcements.
- **Found Partner Rate:** \$350/month.



Add-On: Video Ad Placement

- **Format:** Video ads can be applied to **any of the three card sizes** (Standard, Premium, or Full-Page). Videos will **autoplay (muted)** as the user scrolls them into view.
- **Value:** Leverages the power of motion to capture user attention and tell a more dynamic brand story.
- **Found Partner Rate:** +\$200/month to any tier.

Add-On: Top-of-Feed Priority

- **Format:** Guarantees the advertiser's placement as the **very first card** a user sees at the top of their feed upon app launch or refresh.
- **Value:** This is our most exclusive and visible placement, ensuring unparalleled exposure and immediate brand impact before any user engagement begins.
- **Cost:** +\$750/month. This is our highest premium tier reserved for only one advertiser. The base cost secures a Standard (half-card) size, with further added costs for upgrading to a Premium, Full-Page, or Video format in this priority slot.

Feed Integration & Ad Frequency

To ensure a quality user experience, ad slots are reserved within the feed according to a consistent, repeating pattern. This prevents user fatigue from over-exposure to advertisements.

The ad placement cadence is as follows:

- An ad is shown after the first **4** profiles.
- The next ad is shown after the next **6** profiles.

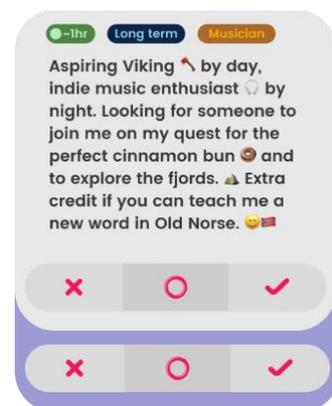
This 4-6 pattern then repeats, creating a predictable and balanced flow of content and advertisements.

Profiles Cards

Profile cards are the heart of a user's identity on Sølsk. Each card provides a snapshot of the user, highlighting key details such as interests, hobbies, and what they are looking for in a partner. To foster a sense of individuality and expression, Sølsk offers customizable profile cards through microtransactions.

Customization Options:

1. **Basic Tier: Color Customization**
 - a. Users can change the background color of their profile cards from the standard white to a color of their choice.
 - b. This feature adds a personal touch and allows users to express their personality through color, while maintaining the app's clean and minimalist design.
2. **Premium Tier: Picture Customization**



- c. Users can add a picture to their profile cards, enhancing their profiles with visual elements.
- d. This feature balances the app's philosophy of prioritizing personality by allowing a controlled level of visual personalization.



The profile cards are designed to showcase users' personalities in a concise and visually appealing manner. The basic tier customization provides a simple way for users to differentiate themselves, while the premium tier offers a richer, more expressive profile.

Fjara

Fjara is Sølsk's built-in AI assistant designed to enhance user experience by providing helpful tips, reminders, and support throughout the revolutionary app experience. She is represented by an abstract sun icon, reflecting Sølsk's brand imagery. Fjara's personality is quirky, jolly, and overall happy, aimed at making users feel comfortable and engaged.

Features

1. Interactive Guidance:

- a. Fjara assists users with navigating the app, explaining features, and offering tips to improve their experience.

2. Icebreakers:

- a. During the Låse period, if both users have not initiated a conversation within the first three hours, Fjara steps in as a friendly icebreaker.
- b. Fjara sends casual, engaging messages to encourage interaction and help users get to know each other.

Example Icebreaker Messages:

- "Hey, you two! Looks like we've got a bit of a standoff here. Why not break the ice and share a fun fact about yourselves?"
- "Hello, lovely pair! How about sharing your favorite movie or book? It's a great way to start a convo!"
- "Hi there! Let's get this rolling. What's the most adventurous thing you've ever done?"
- "Hey you two! Got any travel plans? Share your dream destinations!"
- "Hey! I see you both might need a little nudge. What's the best meal you've ever had?"

3. Tutorial:

- a. Fjara guides users throughout the tutorial section.
- b. See [tutorial](#).

4. Customer Support:

- a. Fjara can handle basic customer support queries using LLM technology and integration with ChatGPT/Gemini.

- b. Fjara provides quick answers to common questions and can escalate more complex issues to human support if needed.

User Privacy and Data Security

- Fjara prioritizes user privacy and data security, ensuring that sensitive information is handled with the utmost care.
- All personal data collected for verification is stored securely and deleted when the user deletes their account, but retained in storage for legal purposes.

Tutorial

Fjara, Sølsk's AI assistant, will guide users through some steps of the app, making sure to avoid "babying" the user or overstaying their welcome. From sign-up and verification to profile building and understanding unique features, Fjara's friendly and casual demeanor makes the process easy and engaging.

Verification Process:

1. **Live Selfie and ID Upload:**
 - a. Fjara explains the importance of verification for security.
 - b. Users upload a live selfie and a government ID for verification.
2. **Verification Completion:**
 - a. Fjara reassures users about the security and temporary storage of their data.
 - b. Verified users are all set, with data deleted upon account deletion.

Profile Building:

1. **Profile Tips:**
 - a. Fjara offers tips on how to create an appealing profile.
 - b. Users add a catchy bio and upload their best photos.
2. **Interests and Preferences:**
 - a. Fjara helps users select their interests and preferences.
 - b. Users pick their interests to help find the best matches.
 - c. At the end, Fjara generates a short bio for user's card. User has option to regenerate.

Låse Feature:

1. **Introduction to Låse:**
 - a. Fjara provides an overview of the Låse feature.
 - b. Users get 3 days to chat and see if it's a match.

App Functionality:

1. **Navigation Tutorial:**
 - a. Fjara walks you through the main navigation and features of the app.
 - b. Users learn where to find matches, messages, and more.

Bio-First Approach

Sølsk prioritizes meaningful connections by showcasing users' bios before their pictures. This unique approach encourages users to focus on personality, interests, and shared values, rather than making superficial judgments based solely on appearance. By emphasizing bios, Sølsk aims to attract users who are genuinely interested in forming authentic relationships and are willing to invest effort into creating compelling profile descriptions.

Key Features:

1. Guided Bio Creation:

- Provide a step-by-step guide to help users create informative and engaging bios.
- Offer prompts and suggestions to encourage users to showcase their unique qualities, interests, and what they're seeking in a partner.
- Implement a character limit (e.g., 250-300 characters) to ensure bios are concise yet meaningful.

2. Interest Tagging:

- Allow users to select and highlight their hobbies, passions, and interests using predefined tags or keywords.

3. Preference Expression:

- Include a section for users to express their preferences or what they're looking for in a partner.
- Encourage users to be specific about their relationship goals, values, and dealbreakers.
- Use this information to suggest more compatible matches and facilitate more targeted connections.

4. Personality Prompts:

- Incorporate optional personality-based prompts or questions that users can answer to further showcase their unique qualities.
- Rotate these prompts regularly to keep profiles fresh and engaging.

5. Picture:

- While bios are displayed first, users can tap on any profile card to view all profile pictures.
- This approach maintains the focus on personality while still acknowledging the importance of physical attraction.

By implementing these features, Sølsk creates an environment where users are encouraged to prioritize personality, interests, and compatibility over superficial factors. The bio-first approach, combined with guided profile creation and expressive prompts, helps users present their authentic selves and connect with like-minded individuals who share their relationship goals and values.

This unique focus on bios sets Sølsk apart from other dating apps and attracts users who are serious about finding meaningful connections. By fostering an atmosphere of authenticity and intentionality, Sølsk aims to create a more purposeful and satisfying dating experience for its users.

Market Research

Competition

In the competitive landscape of dating apps, Sølsk acknowledges the industry titans such as Tinder, Bumble, and Hinge. These giants dominate the market with their traditional swipe-and-match models. Additionally, Sølsk recognizes emerging startup dating apps as smaller competitors. While these established platforms boast large user bases, our unique approach positions us as a compelling alternative for users seeking a departure from the standard dating app formula.

Detailed Description of Customers

Sølsk targets individuals who are disillusioned with the conventional dating app formula and are actively seeking something different. Our primary audience includes those who desire more meaningful connections, are ready to settle down, and/or are seeking an alternative to the fast-paced dating culture. This app caters to a demographic that values authenticity, intentionality, and a more mature approach to building relationships. It particularly resonates with middle-aged individuals who are looking for a dating platform that aligns with their life stage and relationship goals.

Company Advantages

As a subsidiary of BTIXist Productions, a prominent video production company, Sølsk enjoys several distinct advantages:

- In-House Creativity:** Our ability to create commercials, graphics, and ads in-house allows for dynamic and visually appealing promotional materials, fostering a unique and recognizable brand identity.
- Small Business:** Small companies, by nature, often have streamlined decision-making processes. This agility allows Sølsk to adapt quickly to market changes, user feedback, and emerging trends. Decisions can be made promptly, facilitating a more streamlined approach for quicker app updates, bug fixes, feature releases, moderation, app development and improvements. The absence of bureaucratic layers also enables direct communication between teams.
- Latino-Owned:** Our Latino ownership adds a unique perspective to the app, catering to a broader audience and contributing to the app's cultural richness. This also inherently fosters cultural sensitivity and inclusivity.
- Expertise in Storytelling:** As a video production company, BTIXist Productions brings a deep understanding of storytelling. This expertise can be leveraged to create engaging narratives within the app, enhancing the user experience and making Sølsk stand out in the competitive dating app landscape.

Monetization Strategy

Hygge Shop

Microtransactions

Users can purchase a wide variety of microtransactions to completely, or slightly, skirt the key components of the app.

1. Takk (Instant Unmatch):
 - Users can instantly unmatch with a current connection and explore new potential matches without waiting for Låse to end.
 1. **\$15** for 3 Takks.
2. Gå (Profile Boost):
 - Move your profile to the top of the feed temporarily.
 - Boost the visibility of your profile for a short, temporary set duration, increasing the likelihood of being seen by potential matches.
 1. **\$3** for a one-time 30-minute boost.
 2. **\$5** for a one-time 1-hour boost.
 3. **\$10** for a pack of three 1-hour boosts.
3. Nådig (Ad-free):
 - Opt for an ad-free experience within the app, creating a more seamless and distraction-free dating environment.
 1. **\$25** flat fee for a permanent, no-ad experience (excluding deleting account and creating a new one).
4. Sminke (Custom flashcards)
 - User can customize their flashcard to be any color/pattern they want to help them stand out more in the feed.
 1. **\$10** for custom color/pattern flashcard.
5. Sminke+ (Custom flashcards)
 - User can customize their flashcard to be any color/pattern they want to help them stand out more in the feed.
 1. **\$15** for custom decal/pattern/graphic.
6. Sminke++
 - Users can upgrade Sminke to allow them to customize their flashcard with one picture of themselves.
 1. **\$25** for custom photo flashcard.

Merchandise

Custom made merchandise for the Sølask brand (t-shirts, hoodie, candles) to be available for purchase through the app for all users.

Advertisements

See [advertising](#).

Sponsored Content

Collaborate with brands for sponsored content or partnerships. This could involve featuring

sponsored profiles, hosting branded events, or integrating branded challenges within the app.

Privacy and Security

At Sòlsk, we understand the importance of protecting our users' personal information and ensuring a secure dating experience. Despite our limited budget, we are committed to implementing essential privacy and security measures to safeguard user data and maintain trust in our platform.

Data Collection and Usage:

- We will collect only the minimum necessary personal information required for users to create a profile and use the app effectively, such as name, age, location, and email address.
- User data will be strictly used for the purpose of providing and improving the Sòlsk app experience and will not be shared with third parties without explicit user consent, except when required by law.
- Users will have the option to control their privacy settings, such as choosing what information is visible to other users and opting out of certain data collection practices.
- ***ALL USER DATA will be stored so long as the user account is active/as legally required.***

Addressing Concerns

This section outlines potential concerns identified during the development of Sòlsk and details the proactive measures implemented to address them, ensuring the platform operates as a secure, reliable, and respectful environment for all users.

Mitigating Fake Profiles and Bots

Sòlsk employs a multi-layered verification system to significantly mitigate the risk of fraudulent profiles and automated bots. This system is designed to ensure the authenticity of all users.

- **Apple ID Sign-Up Only:**
 - User registration is exclusively facilitated through Apple ID, leveraging Apple's robust authentication protocols as a foundational security layer.
- **Government ID Verification:**
 - A mandatory government-issued identification verification process is required for all users, adding a critical layer of identity confirmation.
- **Live Selfie Verification:**

- Users must complete a live selfie verification, which is then cross-referenced with their submitted government ID, further validating their identity and preventing the use of static images.
- **Mandatory Verification:**
 - All three aforementioned verification steps are compulsory for profile creation and app access, establishing a stringent barrier against unauthorized or fraudulent accounts.
- **Robust Defense:**
 - The combination of these verification features creates a highly robust and near-impenetrable defense, effectively safeguarding the platform against fake profiles, scams, and other malicious activities.

User Reporting Mechanism within Låse

Sølsk provides a clear and fair process for reporting user misconduct within the exclusive Låse chat environment.

- **Integrated Reporting Functionality:**
 - The reporting function is directly accessible within the Låse chat interface for ease of use.
- **Full Chat History Export:**
 - Upon initiation of a report, the **entire chat history** between the two users is securely exported to Sølsk's support team for comprehensive review against established platform policies and guidelines.
 - **User Notification:** Users are explicitly notified that their complete chat history will be exported for review.
 - **Reporting Party Accountability:** The reporting user is required to acknowledge, via a checkbox, their understanding and agreement that exporting the entire chat history without their match's explicit consent may lead to permanent banning and potential liability for any misuse or false reporting. This ensures fairness and discourages frivolous or retaliatory reports.
- **Rationale for Full Chat Export:**
 - **Scenario:** Limiting chat export to a partial section could lead to misrepresentation. For instance, a user might report another for an unsolicited image while intentionally omitting previous dialogue where they encouraged or requested the image.
 - **Solution:** Exporting the entire chat history ensures that the support team has the complete context of the interaction, enabling a fair and unbiased assessment of the reported conduct.

Prevention of Unsolicited Content

Sølsk is committed to maintaining a respectful and safe environment, actively preventing the transmission of unsolicited content.

- **Låse Countdown Vulnerability:**
 - **Scenario:** A concern arises if a user transmits unsolicited images or initiates unwanted video/audio calls in the final moments of a Låse session, leaving the recipient insufficient time to report before the chat is permanently deleted.
- **Proactive Solution:**
 - To mitigate this, Sølsk will **disable the ability to initiate video/audio calls or send images during the final hour of the Låse period**. This measure ensures that users have ample time to address any prior inappropriate content before chat deletion.
 - **Indirect Benefit:** This time restriction also subtly reinforces a sense of urgency, encouraging users to make a decision about meeting in person within the designated Låse timeframe.

User Privacy within Matches

Maintaining user privacy is a paramount concern for Sølsk, especially within the confines of matched conversations.

- **End-to-End Encryption:**
 - All communications within Sølsk are secured with **end-to-end encryption**, guaranteeing that chat content is accessible only to the participating users.
- **Strict Access Control:**
 - Sølsk maintains a strict policy against unauthorized access to user chats. Content becomes accessible to the support team exclusively when a user formally utilizes the reporting function.
- **Permanent Chat Deletion:**
 - Upon the conclusion of the Låse period, all chat data, including messages, images, and video/audio call history, is **permanently deleted** from the system, reinforcing user confidentiality and data security.

Visibility of "Right Swipes"

Sølsk's design philosophy deliberately restricts the visibility of users who have expressed interest in a profile.

- **Undisclosed Right Swipes:**
 - Users **will not be able to see who has swiped right on their profile**.
- **Rationale:**
 - This design choice aims to de-emphasize popularity metrics and shift the focus toward genuine connection and engagement based on shared interests and profile content, rather than superficial validation.

Secure Data Storage

- User data will be stored on secure, encrypted servers to prevent unauthorized access, breaches, or leaks.

- We will implement industry-standard security protocols, such as SSL/TLS encryption, to protect data transmitted between the app and our servers.

Authentication and Access Control:

- Robust user authentication measures, such as secure passwords and two-factor authentication (budget allowing), will be implemented to prevent unauthorized account access.

- Strict access controls will be put in place to ensure that only authorized personnel can access user data on a need-to-know basis, with regular access reviews and audits.

Third-Party Services:

- When integrating with third-party services or APIs, we will carefully evaluate their privacy and security practices to ensure they align with our standards and commitment to user privacy.

- Any data shared with third-party services will be limited to the minimum necessary for the specific function and will be subject to strict confidentiality agreements.

Compliance and Transparency:

- We will strive to comply with relevant privacy regulations, such as GDPR and CCPA, to the best of our ability within our budget constraints.

- A clear and concise privacy policy will be provided to users, detailing how their data is collected, used, and protected, along with their rights and choices regarding their personal information.

- We will maintain open communication channels for users to raise privacy concerns or request information about our data practices.

Incident Response and Notification:

- In the event of a data breach or security incident, we will have a response plan in place to promptly investigate, contain, and mitigate the issue.

- Users will be notified of any significant data breaches that may affect their personal information, along with guidance on steps they can take to protect themselves.

While our budget may limit the implementation of advanced security features, we are dedicated to upholding the highest standards of privacy and security possible within our means. As Sølask grows and our resources expand, we will continually invest in strengthening our privacy and security measures to protect our users and maintain their trust in our platform.