

Privacy Policy

Last updated: April 27, 2025

Please read this Privacy Policy (the “Policy”) carefully. It describes how **LET’S FREAKING GO STUDIOS, LDA**, with registered office at Rua da Veiga, 18-A, 4730-749, Vila Verde (“we”, “us” or “Dazzl”), collects, uses, and shares your personal data when you visit or use our website (dazzl.cc or app.dazzl.cc) and related services (collectively, the “Services”). By accessing or using the Services, you agree to this Policy. If you do not agree, please do not use the Services.

1. Who We Are

- **Controller:** LET’S FREAKING GO STUDIOS, LDA, Rua da Veiga, 18-A, 4730-749, Vila Verde
- **Contact:** i@dazzl.cc

2. Personal Data We Collect

Category	Examples	Source
Account & Identity	Email address; Google profile ID/name	You (registration)
Usage & Diagnostics	IP address; device/browser data; logs	Automated (website/app)
Uploads & Content	Photos of clothing; style-reference files	You (file upload)
Billing & Subscriptions	Payment method info (via Stripe)	Stripe (tokenized)

3. How We Use Your Data

Purpose	Data Used	Legal Basis (GDPR Art. 6)
Service Delivery	Account information; uploads; usage	performance of contract (6(1)(b))
Free Trial & Credits Management	Account; credits balance	legitimate interests (6(1)(f))
Account Registration & Support	Identity; contact	consent (6(1)(a))
Payment Processing	Billing & subscription data	performance of contract (6(1)(b))
Improvement & Analytics	Usage & diagnostics	legitimate interests (6(1)(f))
Marketing & Communications	Email (if opted-in)	consent (6(1)(a))

4. Data Retention

- **Account & Profile Data:** retained indefinitely unless you request deletion.

- **Generated Images & Videos:** stored indefinitely on our servers (we may later use them for training or marketing, but will notify you in advance).
 - **Usage Logs & Diagnostics:** retained for up to 5 years.
 - **Support Communications:** retained 3 years after last contact.
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5. Data Sharing & Third Parties

We share your data only as necessary to deliver the Services, including with:

- **AI Providers:** OpenAI, fal.ai, piapi.ai, replicate.com, Google Vertex AI
- **Infrastructure:** Supabase, DigitalOcean, Stripe

All third parties act as processors under our instructions. We do **not** sell your personal data to marketers or other third parties.

6. International Transfers

Your data is stored and processed within the European Economic Area (EEA). Should we transfer data outside the EEA, we will ensure appropriate safeguards (e.g. Standard Contractual Clauses) are in place.

7. Security

We implement industry-standard technical and organizational measures (encryption, access controls, regular audits) to protect your personal data from unauthorized access, loss, or alteration.

8. Your Rights

Subject to applicable law, you have the right to:

- **Access** your personal data.
- **Rectify** inaccurate or incomplete data.
- **Erase** data (“right to be forgotten”), unless we need it to comply with legal obligations or legitimate business purposes.
- **Restrict** or **object** to processing based on legitimate interests.
- **Portability** of your data, in machine-readable format.
- **Withdraw** consent at any time (does not affect processing done prior).

To exercise any right, please contact us at i@dazzl.cc. You may also lodge a complaint with your local data protection authority (in Portugal: CNPD).

9. Children's Privacy

Our Services are intended only for adults (18+). We do not knowingly collect personal data from minors. If you believe we have collected data from a minor, please contact us to request deletion.

10. Cookies & Tracking

We use cookies to improve performance and user experience:

- **Strictly Necessary:** enable core functionality.
- **Analytics:** Google Analytics for anonymous site-usage statistics.

You may disable cookies via your browser settings, though this may affect functionality.

11. Changes to This Policy

We may update this Policy from time to time. Material changes will be communicated by email or via notice on the Site at least 30 days before taking effect. Your continued use after changes constitutes acceptance.

12. How to Contact Us

- **Email:** i@dazzl.cc
- **Address:** Rua da Veiga, 18-A, 4730-749 Vila Verde, Portugal