

Privacy Policy for Outfitr

Effective date: [April 16, 2025]

1. Who we are

Outfitr is a virtual try-on service operated by **Artifakt LLC** (“**Outfitr**,” “**we**,” “**us**,” “**our**”), a Washington-organized company located at **4422 SW 101st St., Seattle, WA 98146, USA**.

2. Information we collect & why

| Category | Examples | Why we collect it |
|---------------------------|--|---|
| Account data | Name, email, password hash | Create & secure your account |
| Uploaded images & outputs | Photos you submit, AI-generated try-ons | Provide core functionality; maintain history |
| Payment data | Stripe transaction IDs, last 4 card digits, billing name | Process purchases, refunds, chargebacks |
| Technical data | IP address, browser/ user-agent, log data | Debugging, security, fraud prevention |
| Analytics data | Page views, feature usage, referrer, device info (via cookies) | Understand product performance & improve features |
| Optional marketing data | Your marketing preferences | Send promos when you opt in |

3. How we use data

- Deliver and improve the Service (image upload, AI processing, storage, analytics).
- Process payments and handle credit refunds through Stripe.
- Send transactional emails and—if you opt in—promotional messages.
- Detect, prevent, and investigate fraud, abuse, or security incidents.
- Comply with legal obligations and enforce our Terms.

4. Cookies & analytics

We use first-party cookies to keep you signed in and to power in-house analytics.

If we adopt tools like **Google Analytics** or **PostHog** they may set their own cookies; we'll update this Policy if that happens. You can disable cookies in your browser, but parts of the Service may not function.

5. Sharing & processors

| Processor | Purpose | Location |
|---|--|-------------------|
| Cloudflare (R2 + Workers) | Hosting, CDN, image storage | USA / global PoPs |
| PlanetScale | Managed MySQL database | USA |
| Stripe | Payments, refunds | USA |
| FASHN AI | Server-side AI inference (stores images ≤ 72 h) | USA |
| Email provider (e.g., Postmark) | Transactional email | USA |
| Analytics provider (e.g., GA / PostHog) | Product analytics | USA / EU |

We **never sell** personal data. We may disclose it to comply with law or as part of a merger, acquisition, or asset sale (with notice).

6. Retention

- **Uploaded images:** kept in Cloudflare R2 until you delete them or close your account.
- **FASHN AI copies:** auto-deleted **72 hours** after processing.
- **Analytics & logs:** retained up to **24 months**, then aggregated or deleted.
- **Payment & accounting records:** kept at least **7 years**.

7. International transfers

If you access the Service from outside the U.S., your data will be processed in the United States, which may have different data-protection laws.

8. Your rights

Depending on where you live, you may access, correct, delete, or export your personal data and opt out of marketing. Email **hello@outfitr.co** to exercise any right.

9. Security

We protect data with TLS in transit, encrypted storage, strict access controls, and regular security reviews. No Internet service can guarantee absolute security.

10. Children

The Service is **not directed to children under 13** and we don't knowingly collect their data.

11. Changes

We'll post any change here and email or display an in-app notice **30 days** before it takes effect if material.

12. Contact

Email: hello@outfitr.co

Mail: Artifakt LLC, 4422 SW 101st St., Seattle, WA 98146, USA