Faata Privacy Policy

Version 1.2 — effective 2 November 2026. Earlier versions remain available; existing paid-order obligations remain unchanged.

Free launch notifications

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When signup is available, you can request a free email notification. No photographs, payment or product account are needed. Signup does not reserve a price, queue position or delivery date. The planned launch price is $29 USD; the exact price will be shown before a future order.

The homepage request covers Faata's first opening for orders. A World-page request covers only that named World. Browsing recommendations does not subscribe you to another World. The email address, chosen scope, language and safe form placement are used to process the request; optional analytics and campaign information are separate.

Submitting a form is not confirmation. Open the requested email link and explicitly confirm the displayed scope. A confirmation link lasts at most 24 hours; the pending request lasts 7 days from its first submission. Resending or visiting does not extend that deadline. There is no automatic welcome message, newsletter, reminder sequence or permission for unrelated future Worlds.

Use the management or unsubscribe link in your requested email to stop one scope or all launch notifications. These links do not sign you into the photo service. Optional analytics refusal or withdrawal does not stop your functional notification request. Confirmation, management and unsubscribe pages have no analytics; these emails have no tracking pixel or click redirect.

Each confirmed interest lasts at most 180 days from confirmation, ending earlier on withdrawal, erasure or purpose completion. After the final permitted launch campaign, unnecessary active data is removed within 30 days and always inside that 180-day limit. Another interest, resend, visit or email open does not renew it. Ordinary unsubscribe stops use immediately; unnecessary active data is removed within 7 days. A separate valid interest can keep only the shared contact data it needs.

Explicit deletion of waitlist data immediately disables its notifications and access links. Local physical cleanup has a 1-hour target and a 24-hour maximum under normal operation. An authenticated request to delete all Faata data also covers a matching waitlist contact; deleting only a temporary visual reference does not cancel a separate notification request. Provider copies, backups and justified minimal records have separate treatment: an accepted deletion request does not prove that all copies have disappeared.

Local email delivery records are kept for at most 31 days, with a 30-day reporting window, and are removed earlier on erasure. Transport queues, short abuse-prevention records and request replay protection last at most 24 hours. These are separate from the 180-day interest

window. Provider acceptance and observed delivery do not prove inbox placement or that a message was read.

The notification service uses a separate Cloudflare D1 ledger and Resend. Resend receives only the recipient address and the message and access link needed for a requested confirmation or management email. Sending uses eu-west-1; Resend stores message content, delivery logs and account data in the United States. Its DPA applies from account registration. Standard-plan email and log retention is 30 days; backups persist for 7 days. Earlier message removal is handled through Resend support. These periods do not imply automatic expiry of Marketing Contacts. No photographs or photo-service profile are sent for these notifications.

The owner-approved local policy keeps each minimal consent-event record for 365 days from that event and each suppression record for 730 days from its restriction. Suppression contains a keyed identifier, reason and dates for preventing unwanted sends, not a reusable audience profile. Visits, resends and opens do not extend those periods; deletion of a suppression record does not reactivate an interest or clear provider safety restrictions. Provider copies and backups follow the separately disclosed arrangement. This notice is version 1.2, effective 2 November 2026; existing paid-order obligations remain unchanged.

1. Who is responsible for your data

Faata is operated by Усвицкий Евгений Вадимович, an individual registered under Russia's professional income tax regime. Russian taxpayer identification number (ИНН): 645492092935. Location: Russia, Moscow. Contact: support@faata.ai.

This policy covers faata.ai, Faata galleries and support enquiries. The website currently operates as an informational storefront: registration, photo uploads and payments are unavailable. The personal photo session rules and retention periods below describe the service once those features open. We will update information about actual providers and processing before opening them. Personal photo sessions are intended for adults uploading their own photographs.

2. What data we use and why

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Data	Purpose
Email address and sign-in information	Email verification, secure access and order messages
Photographs, prepared visual materials and generated images	Assessing photo suitability, preserving your appearance, creating and delivering your chosen photo session
Order, payment and refund records	Fulfilling orders, handling payments, support and required recordkeeping
Support correspondence	Answering questions and resolving enquiries
Technical connection, browser, request and error data	Operating the website, preventing abuse and troubleshooting

Data	Purpose
Consent and preference records	Respecting your choices and recording permissions
Website visits and interactions	Optional analytics with separate consent

We process email, photos and order information to take steps towards and perform a contract at your request. We rely on consent for optional analytics and photo operations where consent is required. Required records are kept to meet applicable legal obligations. Security and handling claims rely on an applicable obligation or a legitimate interest in protecting the service and its participants' rights.

Without your email address and photos, we cannot provide a personal photo session. Declining analytics does not limit access to core features. This policy explains processing; it does not itself constitute consent.

3. Photographs and artificial intelligence

We use your photographs to prepare and create your requested photo session using AI services. Automated checks assess photo suitability; contact support if you disagree with the result. Photos are not used to authenticate you at sign-in: access is verified through email.

Faata does not use your photographs to train general-purpose generative models. Images needed to fulfil your session are sent to AI providers. Their operational retention and processing may differ from Faata's storage periods.

We do not publish your images or use them in advertising without separate permission. If you create a public link, the selected images become accessible to anyone holding that link. Revoking it stops further access through Faata, but does not remove copies others have already saved.

4. Who receives data

The website uses Cloudflare for infrastructure and protection, and support uses Google Workspace for email. Personal photo sessions are designed to use OpenRouter and fal with model providers for image assessment and generation. Google Analytics through Cloudflare provides optional website analytics after your separate consent. The payment service used at checkout also processes payment data under its own policy. Necessary information may be disclosed to competent authorities where required by law.

Processing also takes place outside your country. The existing photo-service infrastructure and the proposed separate notification ledger can have different account settings. Actual notification processing locations and transfer safeguards remain subject to the review described above before collection; no location for that ledger is asserted by this draft. Cloudflare and Google Workspace publish data processing terms, including standard contractual clauses for applicable international transfers: Cloudflare DPA and Google DPA. You can request information about the safeguards applicable to your data by email.

5. How long data is kept

Data held by Faata	Retention
Unverified registration	24 hours from the initial request
Verified registration with no paid orders	30 days without meaningful user activity
Original uploaded photographs	No more than 24 hours after upload
Unfinished preparation	No more than 24 hours from the start
Prepared photos and temporary visual materials	7 days from first readiness; retries do not extend this period
Completed collection	30 days from readiness
Temporary ZIP download archive	No more than 24 hours
A paying user’s contact data	While orders remain active, then 90 days after the last service ends and payments are settled
Detailed records for an individual order	90 days after closure or the end of collection access
Minimal financial archive	5 complete calendar years after the settlement year

An unresolved refund, dispute or legal obligation may require keeping limited necessary records. This does not extend image retention. The financial archive contains payment identifiers, but no photographs or email addresses.

Support correspondence is kept as needed to resolve the enquiry and preserve evidence for any related dispute within applicable time limits. Technical logs are kept for diagnostics and security within the relevant service’s retention periods. For existing photo-service data, the published policy describes Cloudflare database recovery copies lasting up to 30 days. This does not verify the separate proposed notification ledger; its actual backups and erasure treatment must be reviewed before collection. Deletion from the working mailbox also does not instantly remove all Google copies: Google DPA periods and exceptions apply. The image periods in the table apply to Faata, rather than every copy held by AI providers.

6. Cookies and analytics

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Storage	Purpose	Lifetime
faata_session	Sign-in session, when requested	30 days
faata_customer_analytics_consent	Analytics choice on faata.ai	180 days
faata_analytics_consent	Independent gallery analytics choice	180 days

Storage	Purpose	Lifetime
faata_customer_analytics_state / faata_customer_analytics_context	Optional analytics identifiers/context	Up to 30 days from creation
__Host-faata_analytics_receipt / faata_analytics_revocation_pending	Server analytics permission/withdrawal handling, when enabled	Up to 30 days; receipt never outlives analytics context
faata:character-preference:v1 (localStorage)	Independent example-history choice	180 days; expiry checked on site use
faata:marketing-characters:v1 (localStorage)	Optional history of illustrative characters	Up to 30 days from creation; only after separate consent
faata_language_v1 (localStorage)	Language selected by you	Until changed or browser storage is cleared
faata_zaraz_consent_v2	Cloudflare purpose preference; Faata still checks its own current choice	About 1 year in the observed configuration
cf_zaraz_client	Cloudflare Zaraz infrastructure cookie; observed with an empty value before a choice	About 1 year in the observed configuration
cf_clearance	Cloudflare security challenge clearance	About 1 year in the observed configuration

Necessary storage supports sign-in, security and remembering your choices. Optional analytics and example-photo history have separate controls in **Privacy settings**. You can use Faata without either optional purpose. These rules cover cookies and localStorage, not just third-party cookies.

The panel offers **Only necessary** (both optional purposes off), **Accept all** (both purposes on), and **Customize**. In settings, analytics and example personalization are independent. **Save choices** applies your selected options; closing the settings without saving changes nothing.

Google Analytics through Cloudflare measures visits and interactions only after analytics consent and when collection is enabled. Faata analytics events contain no photographs or email addresses. Your analytics choice lasts 180 days and Faata’s temporary analytics identifiers and context expire no later than 30 days after creation. Withdrawal stops subsequent optional analytics and clears local analytics state; it does not automatically erase data already sent to Google. Contact support for deletion requests.

Example-photo history is off until you separately enable **Example personalization**. Faata then stores the illustrative characters shown and the last activity time in this browser, to avoid repeating examples between visits. This history is not sent to Google. It expires within 30 days of creation without being extended by visits; expired records are discarded when the site next accesses storage. Turning this off deletes the history. The separate preference lasts 180 days. Older analytics consent does not enable this purpose.

The table lists Faata storage and the Cloudflare cookies observed on the storefront on 20 October 2026. Infrastructure configuration can affect Cloudflare lifetimes. Cookie expiry is separate from retention of data already sent to a service. Sign-in and server analytics entries are used only when those features are enabled. The faata.photos gallery has its own analytics choice; choices are not automatically shared with faata.ai.

7. Your rights and how to contact us

Where provided by applicable law, you may request access, correction, deletion, restriction of processing or data portability. **You may object to processing based on legitimate interests.** You can withdraw consent; withdrawal does not affect the lawfulness of earlier processing.

Use the available deletion controls in your account or email support@faata.ai. To prevent disclosure to another person, we may verify that the request is yours. Support provides an initial response within 24 hours; data rights requests are fulfilled within the period required by applicable law.

Deleting required photographs or withdrawing permission to process them may prevent completion of your session. Cancellation and refunds are handled under the order terms and applicable law. If some records must be retained, we will explain the reason and period.

You may complain to the competent data protection authority under applicable law. We use secure transmission and access controls. We communicate material policy changes before new processing begins and request separate consent when required.