



SHOT STUDIO

PRIVACY POLICY

Last reviewed | July 13, 2026

We collect the minimum personal data needed to operate Shot Studio. We never sell your data. We never train our production AI models on your uploaded images without your explicit, separate consent. You have full rights over your data under Egyptian Personal Data Protection Law No. 151/2020 — including access, rectification, erasure, and portability — and you can exercise them at any time by emailing privacy@shotstudio.ai.

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1. Data Controller Identity and Contact Details

The data controller responsible for your personal data is Innovatx (trading as "Shot Studio"), registered under Commercial Registration No. with its principal place of business at Austin, Texas, USA. Complete commercial disclosures are published at </legal/business-info>.

Data Protection Officer (DPO): privacy@shotstudio.ai.

This Privacy Policy applies to personal data processed through the Shot Studio platform at shotstudio.ai and any associated APIs or integrations (the "Service"). It does not apply to third-party websites or services that we link to.

2. Personal Data We Collect

We collect only the personal data that is necessary for the purposes described in this Policy.

Account data

Name, email address, password (stored as a salted hash — never in plain text), business name, billing address, VAT/tax ID (where provided), and account preferences.

Uploaded content

Photographs and images you upload to the Service for AI processing. These are treated as potentially containing personal data (e.g. images of people) and are handled with heightened care. See Section 5 for how AI processing works.

Generated outputs

AI-edited images and outputs produced by the Service in response to your uploads and prompts. Stored in your library until you delete them.

Usage data

Pages and features visited, AI tools used, Credits consumed, session duration, error logs, and device and browser metadata (browser type, operating system, screen resolution, IP address, referring URL).

Payment metadata

Last four digits of your card, card brand, expiry month/year, billing country, and transaction reference numbers. We do not store full card numbers — payment data is tokenised in a subscription model managed by Google App Store.

Support communications

Messages, attachments, and metadata from support tickets, live chat, or email you send to support@shotstudio.ai or appeals@shotstudio.ai.

Cookie and tracking data

Data collected via essential, analytics, and marketing cookies — subject to your consent choices. See our Cookie Policy at /legal/cookies for the full list of cookies we use.

3. Lawful Bases for Processing (PDPL Art. 4)

Egyptian Personal Data Protection Law No. 151/2020 requires us to identify a lawful basis for each processing activity. We rely on the following:

Consent

Where we ask for your specific, informed, freely given consent: marketing communications, optional analytics cookies, marketing cookies, and any opt-in to using your uploads for AI model improvement. You may withdraw consent at any time without affecting prior lawful processing.

Legitimate interests

Where our legitimate business interests or those of a third party are not overridden by your rights: fraud prevention, security monitoring, abuse detection, service improvement analytics (aggregated and de-identified), and communicating product updates to existing customers. You may object to this processing at any time (see Section 8).

Legal obligation

Where processing is required to comply with a legal obligation: retention of tax and financial records under Egyptian tax law, responding to valid court orders or regulatory requests, and reporting obligations under Anti-Cybercrime Law No. 175/2018.

4. How We Use Your Personal Data

Account management: create, authenticate, and maintain your Account; verify your identity; enforce our Terms of Service.

AI processing: receive your uploaded images, route them to the appropriate AI tool or provider, return AI Outputs to you, and temporarily cache data as needed for performance.

Payment processing: transmit billing data to Stripe or Paymob to process subscription fees and Credit Pack purchases; issue e-invoices in compliance with the Egyptian Tax Authority e-invoicing mandate.

Customer support: respond to support requests, investigate complaints, and process Account appeals.

Security and fraud prevention: detect, investigate, and prevent abuse, unauthorised access, and fraudulent transactions.

Service improvement (aggregated): analyse anonymised usage patterns to identify bugs, improve performance, and prioritise features. We do not use your individually identifiable data for this purpose without your consent.

Communications: send essential service communications (payment receipts, renewal reminders, security alerts, planned maintenance notices) that you cannot opt out of; and marketing communications if you have opted in.

Legal compliance: retain records as required by Egyptian tax law (10 years for financial records), respond to valid legal process, and report certain offences as required by law.

5. How We Handle Your Uploaded Images and AI Processing

When you upload an image to a Shot Studio AI tool (e.g. background removal, ghost mannequin, scene staging, jewellery retouching), the image is transmitted securely over TLS to our processing infrastructure and, where the relevant AI capability is provided by a third-party model or inference provider, to that provider's API. The image is used solely to generate your requested AI Output. A full list of the AI providers used by each tool is published at </policies/ai-providers>.

Transient processing: by default, uploaded images are processed transiently and are not retained after your AI Output is returned to you. If you choose to save an image to your library, it is stored in your Account until you delete it.

No training on your uploads by default: we do not use your uploaded images or AI Outputs to train or fine-tune production AI models without your explicit, granular opt-in consent. This opt-in is separate from acceptance of these Terms and is entirely voluntary. You may review and revoke any training consent at any time from Account → Privacy → AI training preferences, or by visiting </policies/ai-training-opt-out>.

Images of people: if your uploads contain images of identifiable individuals, you are responsible for holding the necessary consents from those individuals under applicable privacy law before uploading. We apply heightened data-handling standards to images that appear to contain biometric data (facial features) as required by PDPL Art. 1 (definition of sensitive personal data).

6. Sharing Personal Data with Third Parties

We do not sell your personal data. We do not share it with third parties for their own marketing purposes. We share personal data only in the following circumstances:

Service providers (sub-processors): companies that help us operate the Service under contractual data-processing obligations, including Vercel, Inc. (CDN and security), Firebase / Google LLC (authentication), and AI model/inference providers listed at </policies/ai-providers>. A complete, up-to-date list of sub-processors is published at </legal/sub-processors>.

Business transfers: in the event of a merger, acquisition, or sale of all or substantially all of our assets, your personal data may be transferred to the acquirer. We will give you 30 days' notice by email before any such transfer takes effect and describe your options at that time.

Legal disclosures: where we are required by a valid Egyptian court order, regulatory authority request, or mandatory law to disclose personal data. We will notify you of such disclosures where legally permitted. Our principles and annual statistics are published at </legal/government-requests>.

Safety: where disclosure is necessary to protect the vital interests of any person, or to detect or prevent illegal activity posing a risk to public safety.

7. Cross-Border Data Transfers (PDPL Art. 14)

Shot Studio is built on global cloud infrastructure. When you use the Service, your personal data, including uploaded images, may be transferred to and processed in countries outside Egypt, including the United States and the European Union. Under Article 14 of Egyptian Personal Data Protection Law No. 151/2020, cross-border transfers of personal data are permitted only under specified conditions.

The safeguards we rely on for each transfer destination are:

United States (Vercel, Firebase/Google, AI inference providers): we rely on (a) your explicit, informed consent given at the point of uploading images to the Service, and (b) the contractual necessity exception in PDPL Art. 14; the transfer is necessary to perform the Service contract with you. We additionally apply Standard Contractual Clause-equivalent data-processing agreements with each US-based sub-processor.

European Union (certain AI providers, analytics): we rely on the EU adequacy framework and, where applicable, Standard Contractual Clauses. EU-based processing benefits from GDPR-level protections.

Data processed within Egypt is subject to PDPL Law No. 151/2020 in full.

Full details of transfer mechanisms per sub-processor are available on request from privacy@shotstudio.ai and are summarised at </legal/international-transfers>.

8. How Long We Keep Your Data

We retain personal data only for as long as necessary to fulfil the purpose for which it was collected, to comply with legal obligations, or to resolve disputes. The table below shows our standard retention periods.

Data category	Retention period	Basis
Account profile and preferences	Lifetime of Account + 30 days grace period after closure	Contract / legal obligation
Uploaded images (not saved to library)	Deleted immediately after AI Output is returned (typically < 1 hour)	Transient processing only
Uploaded images (saved to library)	Until you delete them, or 30 days after Account closure	Contract
AI-generated outputs	Until you delete them, or 30 days after Account closure	Contract
Billing and tax records (invoices, payment metadata)	10 years from transaction date	Legal obligation (Egyptian tax law, e-invoicing mandate)
Support ticket records	3 years from closure of ticket	Legitimate interests (dispute resolution)
Server access and security logs	90 days rolling	Legitimate interests (security)
Marketing consent records	Until consent is withdrawn + 3 years (proof of consent)	Legal obligation

9. Your Rights Under PDPL (Arts. 17–25)

Egyptian Personal Data Protection Law No. 151/2020 grants you the following rights in respect of your personal data. These rights apply to the extent that we act as data controller of the relevant data. To exercise any right, email privacy@shotstudio.ai with the subject line "Privacy Right Request [right name]" and include your account email address. We will respond within 30 days. Where we are unable to fulfil your request, we will explain why in writing.

Right of access (Art. 17)

Request a copy of the personal data we hold about you, the purposes for which we process it, the recipients we share it with, and our retention periods.

Right to rectification (Art. 18)

Request correction of inaccurate or incomplete personal data.

Right to erasure (Art. 19)

Request deletion of your personal data when it is no longer necessary for the purpose collected, when you withdraw consent (where consent was the lawful basis), or when processing is unlawful. Deletion may be limited by legal-retention obligations.

Right to data portability (Art. 20)

Receive your personal data in a structured, machine-readable format (JSON or CSV) and transmit it to another controller, where technically feasible.

Right to object (Art. 21)

Object at any time to processing based on legitimate interests, including profiling and direct marketing. Where you object to marketing, we will stop processing immediately.

Right to restrict processing (Art. 22)

Request that we restrict processing of your data, for example, while the accuracy of data you have contested is verified.

Right to withdraw consent (Art. 23)

Withdraw any consent you have given at any time without penalty. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

Right not to be subject to automated decisions (Art. 24)

We do not make solely automated decisions that produce legal or similarly significant effects on you. AI image processing is a tool you actively direct — it does not determine eligibility, creditworthiness, or access to rights.

Right to lodge a complaint (Art. 25)

Lodge a complaint with the Personal Data Protection Center (PDPC), Ministry of Communications and Information Technology, Smart Village, Giza, Egypt (pdpc.gov.eg), or with your local data-protection authority if you are based outside Egypt.

10. Children's Privacy

The Service is not directed at children under 18 years of age. We do not knowingly collect personal data from children. If you are a parent or guardian and believe your child has created an Account or provided personal data to us, contact privacy@shotstudio.ai immediately. We will verify the report and delete the child's data within 15 business days.

If a paid Account is found to belong to a person under 18, we will suspend the Account, refund any unused credits or subscription fees pro-rata, and notify the registered email address as required by consumer protection law.

11. Security Measures

We apply technical and organisational measures appropriate to the risk of processing. Current measures include:

Encryption in transit: TLS 1.3 for all data transmitted between your browser and our servers, and between our servers and sub-processors.

Encryption at rest: AES-256 encryption for stored data, including uploaded images and Account data.

Access controls: least-privilege access for all staff; role-based permissions; MFA required for all internal systems.

Vendor risk management: all sub-processors are assessed for security posture before onboarding and reviewed annually.

Network security: isolated processing environments for AI workloads.

Incident response: documented incident response plan; breach notification to PDPC within 72 hours where required by PDPL Art. 26; notification to affected users without undue delay by email to their registered address. Full details are at </trust/security>.

12. Cookies and Tracking Technologies

We use three categories of cookies: essential (required for the Service to function; no consent needed), analytics (help us understand how the Service is used; require your consent), and marketing (personalised outreach requires your consent). You choose your preferences in the consent banner on your first visit. You can update your preferences at any time via the cookie preferences link in the footer.

Full details of each cookie, its provider, its purpose, and its duration are in our Cookie Policy at </legal/cookies>.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. For material changes, including changes that expand the categories of data we collect, add new processing purposes, or reduce your rights, we will give you at least 30 days' advance notice by email to your registered address and by a prominent in-app notification. The updated Policy will be posted at shotstudio.ai/legal/privacy with a new "Last updated" date.

For non-material changes (updated contact details, clarifications, typographical corrections), we may update the Policy immediately on posting. Continued use of the Service after the effective date of any change constitutes acceptance of the updated Policy.

14. Contact Us

For questions about this Privacy Policy or to exercise your privacy rights, contact our Data Protection Officer at privacy@shotstudio.ai.