

Splendaria Privacy Policy

Effective Date: 01/07/2025

Splendaria Sàrl ("Splendaria", "we", "us", or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, disclose, and protect your information when you use our website, platform, and services (the "Service").

This Privacy Policy applies to all Users of the Service, including individuals and organizational representatives.

1. Data Controller

The Data Controller responsible for your personal data is:

Splendaria Sàrl
Route de St.-Cergue 115b
1260 Nyon, Switzerland
Email: dataprotection@splendaria.com

2. Types of Data We Collect

When you use the Service, we collect the following categories of personal and non-personal data:

2.1. Data You Provide Directly

- Account registration details (e.g., name, email address, password);
- Payment information (processed by Stripe; we do not store full payment details);
- Inputs provided to generate Output Images (e.g., sketches, photos, style descriptions, textual prompts, or other user-provided instructions);
- Communications with us (e.g., support requests, emails).

2.2. Data We Collect Automatically

- Usage data (e.g., generated images, number of requests, interactions with the Service);

- Technical data (e.g., IP address, browser type, operating system, device identifiers);
- Cookies and similar technologies (see Section 7).

3. How We Use Your Data

We process your data for the following purposes:

- To provide, operate, and improve the Service;
- To generate Output Images based on your Inputs;
- To manage your account and subscription;
- To process payments securely (via Stripe);
- To communicate with you, including for service updates or support;
- To monitor Service usage, ensure security, and prevent abuse;
- To comply with legal obligations;
- For analytics and service improvement;
- Unless you exercise your right to opt out as described in this Privacy Policy and our Terms & Conditions, Splendaria may also use your Inputs (including sketches, photos, style specifications, and textual prompts) and the generated Output Images to:
 - Train, fine-tune, and improve existing and future AI models and algorithms operated by Splendaria;
 - Develop, enhance, and offer new AI-based products, features, or services;
 - Improve the performance, quality, and capabilities of our Service.

Where appropriate, we may process, aggregate, anonymize, or pseudonymize your data for these purposes, in accordance with applicable data protection laws.

3.1. AI System Training

Unless you exercise your right to opt out as described in this Privacy Policy and our Terms & Conditions, you acknowledge and agree that Splendaria may use your Inputs (including, but not limited to, uploaded sketches, photos, descriptions, style specifications, and textual prompts) and the generated Output Images to:

- Train, fine-tune, and improve existing and future AI systems, models, and algorithms operated by Splendaria;
- Develop, enhance, and offer new AI-based products, features, or services;
- Improve the performance, accuracy, quality, and capabilities of the Service.

Where appropriate, we may process, aggregate, anonymize, or pseudonymize your data for these purposes, in accordance with applicable data protection laws.

We implement reasonable technical and organizational measures to protect your data and ensure compliance with applicable regulations, including the General Data Protection Regulation (GDPR), the Swiss Federal Data Protection Act (FADP), and the European Union AI Act.

4. Legal Basis for Processing

We process your personal data based on the following legal grounds:

- Performance of a contract (e.g., providing the Service);
- Compliance with legal obligations;
- Legitimate interests (e.g., service security, fraud prevention, improving our Service);
- Your consent, where applicable (e.g., marketing communications, non-essential cookies).

5. Data Sharing and International Transfers

5.1. Service Providers

To deliver the Service effectively, Splendaria relies on trusted third-party service providers, including but not limited to:

- Cloud infrastructure providers for hosting and processing data (e.g., image processing, AI model execution);
- AI technology providers supporting generative image creation;
- Payment processors (e.g., Stripe);
- Security, analytics, and monitoring tools;
- Customer support platforms.

These providers process data strictly on our instructions, for the sole purpose of operating, securing, and improving the Service. We ensure that appropriate contracts and data protection safeguards are in place.

The identity of specific providers may vary over time based on technical and operational requirements. Users may contact us for more detailed information about our current service providers.

5.2. International Transfers

Some data may be transferred to or processed in countries outside Switzerland and the European Economic Area (EEA), including where our providers operate.

Where required, we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the European Commission;
- Transfers to countries recognized as providing adequate data protection.

6. Data Retention

We retain your personal data only as long as necessary to:

- Provide the Service;
- Comply with legal obligations;
- Resolve disputes;

- Enforce our Terms & Conditions.

Inputs and Output Images may be stored temporarily for service functionality but are not retained indefinitely unless required for operational reasons.

7. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Enable essential Service functionality;
- Remember your preferences;
- Analyze Service usage;
- Improve performance.

You can manage your cookie preferences through your browser settings. For more details, please refer to our Cookie Notice.

8. Your Rights

Subject to applicable data protection laws, you have the right to:

- Access your personal data;
- Rectify inaccurate data;
- Request deletion of your data;
- Restrict or object to certain types of processing;
- Request data portability;
- Withdraw consent (where processing is based on consent).

To exercise your rights, please contact contact@splendaria.com.

You also have the right to lodge a complaint with your local data protection authority.

9. AI System Transparency and Data Use

In accordance with the European Union AI Act, the Swiss Federal Data Protection Act, and similar applicable regulations:

- The Output Images are generated by AI systems operated by Splendaria and its trusted service providers. These AI models may be accessed via secure API connections provided by third-party providers. Splendaria integrates these AI models into the Service but does not own or develop the underlying third-party AI technology.
- Your Inputs, including sketches, photos, descriptions, style specifications, and textual prompts, may be processed by AI models hosted on secure infrastructure;
- Unless you have exercised your right to opt out as described in this Privacy Policy and our Terms & Conditions, your Inputs, Prompts, and Output Images may also be used to train, improve, and develop Splendaria's AI models, in full compliance with applicable laws and your rights (as described above);
- The AI system is strictly designed for the generation of architectural visualizations and is not used for high-risk or prohibited AI purposes as defined by the EU AI Act or comparable legislation.

10. Data Security

We implement technical and organizational measures to protect your data, including:

- Data encryption;
- Access controls;
- Secure infrastructure;
- Regular monitoring.

While we take reasonable steps to protect your data, no system can guarantee absolute security.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes via the Service or email.

Your continued use of the Service after such changes constitutes acceptance of the updated Privacy Policy.

12. Contact Us

If you have questions about this Privacy Policy or your data, please contact:

Splendaria Sàrl
Route de St.-Cergue 115b
1260 Nyon, Switzerland
Email: contact@splendaria.com