

Privacy Policy – Matchy AI

Last Updated: June 28, 2026

Matchy AI (“we,” “our,” or “us”) is committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you use our mobile application and services (the “Services”). Our Services are designed for users aged 17 and older.

Matchy AI is an AI-powered photo and video creation tool: you upload one or more photos of yourself, and the app re-renders you into different styles, scenes, and short videos using generative-AI models.

1. Information Collection

User-Uploaded Images: To provide our core AI features, you upload photos of yourself. These images are processed on secure servers solely to generate AI-based images and videos. We do not use these images for marketing, user identification, or any purpose outside of the app’s functionality.

Generated Content: The images and videos created from your photos are stored so they appear in your in-app history and so you can download or share them.

Anonymous User ID: We assign a unique, non-personally identifiable ID to each user. This allows us to link your content to your session without requiring sensitive personal data like your name, phone number, or email address.

Device Identifiers: We collect your device’s advertising identifier (IDFA on iOS) to measure the effectiveness of our marketing campaigns on platforms such as Instagram and Facebook. This data is shared with Meta Platforms, Inc. solely for advertising attribution purposes.

2. Purpose of Data Processing

Core Functionality: We process your images exclusively to deliver AI-generated photos and videos.

Marketing Attribution: We use device identifiers and app event data (such as app opens and feature usage) to measure and optimize our advertising campaigns on Meta platforms (Instagram/Facebook). We do not display third-party ads within the app.

3. Third-Party Analytics and Advertising (Meta SDK)

Our app integrates the Meta (Facebook) SDK to send anonymized app events to Meta Platforms, Inc. This allows us to understand how users discover and interact with Matchy AI and to optimize our Instagram and Facebook advertising campaigns.

- **What is collected:** Device ID (IDFA), app events such as app launches and feature interactions.
- **Purpose:** Advertising attribution and campaign optimization — not for displaying ads inside the app.

- **Your choice:** On iOS, you will be asked for permission via Apple's App Tracking Transparency (ATT) prompt. You may deny tracking at any time in your device Settings → Privacy → Tracking.
- Meta's privacy policy: <https://www.facebook.com/privacy/policy/>

4. Infrastructure and AI Service Providers

To operate the Service we rely on trusted, vetted infrastructure and AI providers, who process data only to perform services for us:

- **Google Firebase** (authentication, secure storage, database, crash and performance diagnostics, push notifications, and abuse protection).
- **AI model providers** that run the image and video generation models powering the app. Your uploaded photos and the associated style prompt are transmitted to these providers solely to generate your requested result.
- **RevenueCat** for subscription and in-app-purchase management.

We do not sell your personal information to anyone.

5. Data Storage, Security, and Retention

Industry-Standard Security: Your data is protected using encrypted storage and industry-standard security protocols to prevent unauthorized access.

Short-Term Retention of Source Images: The photos you upload for AI processing are stored only temporarily. Once the AI model has completed generation (typically within 1 hour), the original facial data and source images are permanently deleted from our processing servers.

Generated Content: The images and videos generated for you remain available in your in-app history until you delete them or delete your account, after which they are removed.

Access Control: Access to processing servers is strictly restricted to authorized technical personnel and is subject to regular security review.

6. Facial Data Collection and Usage

In compliance with global privacy standards (including Apple's Guideline 5.1.1):

- **No Biometrics:** We do not extract biometric templates or facial-recognition points intended for identity verification, and we do not build a facial-recognition database.
- **Usage:** Facial data is used strictly as a visual reference to generate your AI images and videos.
- **Third-Party Disclosure:** We never sell, rent, or share facial data with third-party advertisers or data brokers. Processing is handled internally or via highly secure, vetted infrastructure partners under strict confidentiality.

7. Credit System and In-App Purchases

Diamonds (Virtual Currency) and Subscriptions: The app uses an in-app virtual currency (“Diamonds”) and subscription plans to access AI features.

- **One-time Diamond packs:** Diamonds purchased individually as one-time in-app purchases are yours to use within the app and do not expire.
- **Subscriptions:** Subscription benefits (including any included Diamonds) are available during the active subscription period, renew each billing cycle along with your subscription, and do not carry over if the subscription is cancelled or not renewed.
- **Secure Transactions:** All purchases are handled through secure, encrypted payment gateways (Apple App Store / Google Play Store). We never receive or store your full credit-card number.

8. Children’s Privacy

Matchy AI is intended for a mature audience (17+). We do not knowingly collect data from children under the age of 13. If we become aware that a child has provided us with personal data, we will take immediate steps to delete such information.

9. User Rights and Data Deletion

You have full control over your data. You may:

- Request the immediate deletion of your account or any uploaded or generated content.
- Withdraw consent for data processing at any time.
- Opt out of ad tracking via iOS Settings → Privacy → Tracking.
- Manage or cancel subscriptions in your Apple App Store or Google Play account.

To exercise these rights, please contact us at: aiandthehuman@gmail.com

10. Policy Updates

We may update this Privacy Policy periodically to reflect changes in technology or legal requirements. Significant changes will be notified via an in-app announcement. Continued use of Matchy AI constitutes acceptance of the updated terms.

11. Contact Us

For any questions regarding your privacy, please reach out to:

Email: aiandthehuman@gmail.com