

Privacy policy

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Lebacify is a virtual try-on service and a trade name of Ariamax, registered in the Netherlands under KvK number 42005482 (BTW NL005427752B87), with its registered office in Rijswijk, the Netherlands ("Lebacify", "we", "us"). This policy explains what personal data we process when you use lebacify.com and the Lebacify web app, why we process it, and the rights you have under the General Data Protection Regulation (GDPR).

Questions? Contact us at contact@ariamax.nl — we aim to reply within a few working days.

1. Who is responsible for your data

Ariamax is the data controller for all processing described in this policy. We have not appointed a data protection officer; our privacy contact above handles all data protection matters.

2. What data we collect

Account data

- Email address and password (stored hashed), or the identifier provided by your sign-in provider.
- Language preference and account settings.
- Birth year and gender (used to pick matching reference bodies and outfit suggestions), your country, and — only if you add it — your phone number.

Photos

- **Body photos** — photos of yourself (or of a person who gave you permission) that you upload so outfits can be rendered on that person's image. To prepare a body photo we detect the person, the face and body landmarks, and the areas covered by underwear; this is used only to place clothes and privacy masks correctly, never to identify anyone. These photos may qualify as sensitive data because they show your likeness; we treat them with corresponding care.
- **Clothing photos** — photos of your garments, used to build your digital closet. Our AI detects individual garments in these photos.
- **Generated images** — the try-on renders created from your body and clothing photos.
- **Reference bodies** — instead of a photo you can pick a ready-made reference body. These are images we created for this purpose; they are not photos of Lebacify users.

Payments

- We do not collect or store credit-card numbers or any other financial details. Payments are handled entirely by our payment provider, Stripe; we only receive confirmation that a payment succeeded, which plan or credit pack was bought, and your resulting credit balance.

Usage data

- Log data: IP address, browser type, pages viewed, timestamps, and error reports.
- In-app events (e.g. an outfit was generated), used to keep the service reliable and improve it.
- Cookie-based analytics and advertising data — only with your consent, as described in our [cookie policy](#).

3. Why we process it, and on what legal basis

Purpose	Data used	Legal basis (art. 6 GDPR)
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Purpose	Data used	Legal basis (art. 6 GDPR)
Providing the service: your account, closet, and try-on renders	Account data, photos, generated images	Performance of a contract (art. 6(1)(b))
Processing your purchases	Payment confirmation, plan and credit data (never card details)	Performance of a contract (art. 6(1)(b))
Keeping the service secure and fixing errors	Log data	Legitimate interest (art. 6(1)(f)) in a secure, working service
Product analytics (Google Analytics 4)	Usage data, cookies	Consent (art. 6(1)(a))
Advertising measurement (Google Ads)	Usage data, cookies	Consent (art. 6(1)(a))
Responding to your messages	Contact details, message content	Legitimate interest (art. 6(1)(f)) in answering you
Keeping a record of your body-photo confirmation and an audit trail of generated images (to handle misuse reports)	Confirmation time and text version, image fingerprints, account email and phone number	Legitimate interest (art. 6(1)(f)) in handling complaints and legal claims

We do not use your photos to train AI models, and we do not sell personal data.

4. AI processing and processors

Try-on images are generated by AI image models. To prepare your body photo and to put clothes on it, we send the body photo and the garment photos to image-generation services from Google, OpenAI and BytePlus. We use their business services, which process your images only to produce the result for us and are not allowed to use them to train their models. Your photos are processed for one purpose only: creating your closet and your try-on images. Your account data and photos are stored in European datacenters, and every provider that processes data on our behalf — hosting, AI

infrastructure, payments (Stripe) — is bound by a data processing agreement. Analytics and advertising involve Google only after your consent, as described in the [cookie policy](#).

Where a supporting provider processes data outside the European Economic Area, transfers rely on an adequacy decision — including the EU-US Data Privacy Framework where the provider is certified — or on the European Commission's Standard Contractual Clauses.

Before your first body photo is processed, the app asks you to confirm that you understand how it is used, including the AI services named above. We keep the time of your confirmation and the version of the text you agreed to.

5. How long we keep your data

- Account data and photos: for as long as your account exists. Deleting a photo removes it from your closet immediately.
- Closing your account deletes the account, your photos, your closets and your generated images immediately. Only the two records below outlive the account.
- Log data: up to 12 months. In-app event log (including your body-photo confirmation): up to 2 years.
- Analytics and advertising data: per the retention settings described in the [cookie policy](#).
- Image audit trail: for every premium image and every dressed image you download or share, we keep a small numeric fingerprint of the image (not the image itself) together with the email address and phone number on the account at that moment. It is kept permanently so that, if someone reports misuse of a generated image, we can trace who made it. Reports sent through our legal form are kept as well.

6. Your rights

Under the GDPR you can ask us at any time to:

- access the personal data we hold about you;
- correct inaccurate data;
- delete your data ("right to be forgotten");

- restrict or object to processing based on legitimate interest;
- receive your data in a portable format;
- withdraw consent at any time (this does not affect processing before withdrawal).

Email contact@ariamax.nl to exercise any of these rights. You also have the right to lodge a complaint with the Dutch supervisory authority, the Autoriteit Persoonsgegevens (autoriteitpersoonsgegevens.nl).

7. Cookies

We use essential cookies, and — only with your consent — analytics and advertising cookies. Details, providers, and lifetimes are listed in our [cookie policy](#), where you can also change your choice.

8. Children

Lebacify is not directed at children under 18, and we do not knowingly process their data. If you believe a child has created an account, contact us and we will delete it.

9. Changes to this policy

We may update this policy as the service evolves. Meaningful changes will be announced in the app or by email. The date at the top always shows the latest revision.