

How your photo is processed by AI

Service: AI Fitting Room — virtual try-on at [□](#) **Operator:** Iryna Ribeiro Stylist Marketing Management — see [Legal Notice](#) **Last updated:** 25 August 2026

This page explains, in plain language, what happens to your photograph when you use the virtual try-on. It is part of our [Privacy Policy](#); this page exists because you deserve a clear answer without reading a legal document.

In short

- Your photo is processed by **artificial intelligence**.
 - To do that, it is **sent to an AI company outside the UAE**.
 - The picture you get back is **generated by a machine**. It is an illustration, not a photograph of you in that garment.
 - Upload **your own photo only** — not a picture of anyone else.
 - **Our copies — your photo and your result — are deleted within 72 hours**. The AI provider keeps its own copy under its own rules, which we do not control. See step 5.
 - You choose whether this happens. Nothing is processed until you tick the consent box.
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Step by step: what happens to your photo

1. You upload it. The photo goes to our private storage (Cloudflare R2). The storage is not public: nobody can browse it, and files are only ever opened through short-lived links.

2. We check and prepare it — automatically. Software on our own servers looks for a person in the photo and works out where the body is, using body-landmark detection. This is used to answer two questions: *is this photo usable?* (is a person visible, are they facing the camera, is the full body in frame when the garment needs it) and *how should it be cropped and resized?* Lighting may also be evened out, and the background may be separated or neutralised.

This step is **fully automated** — no person looks at your photo here. If the photo is unusable, you are told why and asked for a different one. No decision with legal or similarly significant effects is made about you at this step.

3. We send it to the AI try-on provider. The prepared photo is made available to a third-party AI service through a **temporary private link**, together with the picture of the garment you selected. The provider's model generates the try-on image.

- The AI provider we use is **FASHN** or **fal.ai** — the service is built to work with either, and one of them is active at any given time.
- Their servers are **outside the United Arab Emirates**, so this is a **cross-border transfer** of your photo.
- They process your photo **on our instructions**, to produce your result — not for their own purposes.
- Their own retention applies in addition to ours. FASHN's published documentation states that generated outputs expire after about three days; their terms do not state a period for the input images, saying instead that content is kept until deleted.
- **Training.** We do not use your photo to train our own models. FASHN states that Customer Content is not used to train its models. fal.ai reserves the right to use anonymised or aggregated data derived from inputs to develop its own products and models; we send fal.ai nothing beyond the photo and garment needed for your result, and we instruct fal.ai not to store the request data.

4. You get the result. We copy the finished image from the provider into our own private storage and show it to you from there, through a short-lived link. It is not published anywhere, not shown to other users, and not posted on social media by us. You can download or share your result yourself as a branded card — it carries a visible "AI try-on" marker, and sharing it is entirely your action, not ours.

5. Our copies are deleted within 72 hours. The provider's copy is theirs.

This is the part that is easy to gloss over, so plainly:

- **The copies we hold** — your uploaded photo, the prepared versions of it, and your result — are deleted from our storage **within 72 hours**. Our software does the deleting itself, on a schedule set with time to spare, rather than waiting for the storage provider to expire the files eventually.
- **The AI provider's copy is a second copy.** Bringing the result into our storage means what we serve you is ours to delete — it does **not** reach onto their servers and remove theirs. That copy lives under **their** retention, and we cannot delete it for you. FASHN's published documentation states that generated outputs expire after about three days; their terms do not state a period for the input images, saying instead that content is kept until deleted.

We deliberately **do not** say "deleted immediately", "deleted right after processing", or "deleted everywhere in 72 hours" — none of those would be true. Full detail on what is kept and for how long is in Section 7 of the [Privacy Policy](#).

Why the result looks different from real life

The image is **created by a generative AI model**. The model does not measure you and does not know the real garment. It produces a plausible picture, and plausible is not the same as accurate.

Expect differences in:

- **fit and size** — the result is not a size recommendation;
- **length, drape and how the fabric falls;**

- **texture, transparency and material;**
- **colour and shade**, which also shift from screen to screen;
- **fine details** — prints, logos, buttons, seams may be altered or invented;
- **the body and face** — proportions, hands and facial details may be distorted.

Before buying, check the retailer's own photos, size guide and materials.

Automated processing and your control

- The processing described above is **automated**. It produces an image for you — it does not score you, profile you, or make any decision that affects your legal rights or similar.
 - **You decide**. Processing starts only after you give explicit consent, and only for the photo you upload.
 - **You can change your mind**. You can withdraw consent and ask us to delete your photo, your result and your data at any time by writing to **info@openyoustyle.com**. Withdrawal stops further processing; it cannot undo a generation already completed. Requests are handled by a person — there is no self-service button in the product yet.
 - **You can ask questions** about how the automated processing works, and ask for human review of a decision that affects you — for example if the system rejects your photo and you disagree. Write to the same address.
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What we do NOT do with your photo

- We do not use it for facial recognition or identity verification.
 - We do not use it to build a profile of you or to target advertising.
 - We do not use it to train our own models — and what the AI provider may do is set out above, rather than promised away.
 - We do not publish it, sell it, or share it with retailers, brands or advertising networks.
 - We do not keep your photo or your result in our storage beyond 72 hours.
 - We do not ask you to upload anyone else's photo, and you may not.
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If you are not comfortable with this

That is a completely reasonable choice. The service simply cannot work without sending your photo to an AI provider abroad — so if that is not acceptable to you, please do not upload a photo.

Questions

Iryna Ribeiro Stylist Marketing Management **info@openyoustyle.com**