

Privacy Policy

Service: AI Fitting Room — virtual try-on at [□](#) **Last updated:** 25 August 2026 **Applicable framework:** the data-protection law of the United Arab Emirates. The service is offered in the UAE.

1. Who is responsible for your data (Data Controller)

The service is operated by:

- **Legal name:** Iryna Ribeiro Stylist Marketing Management
- **Status:** a business licensed under Trader License No. 1598921 issued by the Dubai Department of Economy and Tourism
- **Registered address:** Apartment 2807, Damac Maison Prive Tower B, The Metropolis Tower, Marasi Drive, Business Bay, Dubai, United Arab Emirates
- **Contact for data protection requests:** info@openyoustyle.com
- **Data protection contact:** Iryna Ribeiro, at info@openyoustyle.com

Full registration details are on the [Legal Notice](#) page.

This company is the **data controller**: it decides why and how your data is processed and is responsible for it. Service providers act on the controller's instructions and are listed in Section 5.

2. Scope

This policy covers the virtual try-on service at try.openyoustyle.com: uploading your photo, generating an AI try-on image, contacting you about your try-on, and (where enabled) member accounts.

3. What we collect

3.1 Your photograph — handled with heightened care

When you use the virtual try-on, you upload a photograph of **yourself**. Uploading a photograph of another person is not permitted (see the [Terms of Use](#)).

A photograph of an identifiable person is personal data, and we treat it with heightened care: it is stored privately, shown only through short-lived links, never published, and deleted on the schedule in Section 7.

We collect and process:

- the **photograph you upload**;

- **technical derivatives** of that photograph created automatically before the try-on: orientation and size normalisation, a crop around the person, aspect adjustment, and (where enabled) lighting normalisation and background separation;
- **pose analysis results** — a set of body-landmark coordinates used only to check that the photo is suitable (person visible, facing the camera, full height where required) and to crop it correctly. These landmarks are used for the try-on pipeline and are not used to identify you.

We do **not** use photographs for facial recognition, identity verification, profiling or advertising targeting. On model training: We do not use your photograph 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 photograph and the garment needed for your result, and we instruct fal.ai not to store the request data (see 7.1).

3.2 Contact details

Before a result is shown, we ask for **one** contact channel:

- either a **mobile phone number** (WhatsApp), or
- an **email address**.

Giving a contact detail is **the condition for using the free service**, and it is where **service messages about your try-on** go. It is not where your result is delivered — the result opens in your browser.

We store the channel you chose, the contact value, your **IP address**, and internal tags used to organise contacts. **We do not ask for your name at this step.**

Before we open. While the service is not yet available, the sign-in page keeps the mobile number you enter as a **waiting-list contact**, so that we can send you one message when we open. No account is created and no code is sent. It is a contact record like any other: it is kept for the period in Section 7.2, is deleted on request (Section 8), and is not used for marketing unless you separately agree to that.

3.3 Marketing permission — separate and optional

Separately, you may tick an **optional** box agreeing to receive styling offers and promotions on that contact. It is:

- **not required** — refusing it changes nothing about the try-on;
- **unticked by default**, and never bundled with anything else;
- **recorded separately** from the contact itself, with the channel, the wording version and the time you agreed;
- **withdrawable at any time, free of charge** — write to **info@openyoustyle.com** and we suppress that contact.

If you did not tick it, we use your contact **only** to run the service and to send service messages about your try-on.

3.4 Account data (where member accounts are enabled)

If you create an account, we process:

- your **mobile phone number** and the date it was verified;
- **one-time verification codes**, stored only as a cryptographic hash, with their attempt count and expiry (a code is valid for 10 minutes);
- the date of your **last sign-in**, used to detect an abandoned account (Section 7);
- a **credit ledger** recording how many try-ons you have been granted or used;
- a **hash of your phone number** recorded to show that the one-off welcome bonus was already granted to that number. This is described in full in Sections 4 and 7, because it is the one record we keep permanently.
- Optional profile fields such as a display name and email address, if you provide them. Today the account area does not ask for them.

3.5 Data from people who contact us about rights

If you send us an intellectual-property complaint or a data-protection request, we process what your message contains — typically your **name, email address, postal address where you provide one, and the content of the complaint** — in order to investigate and answer it, and to keep a record that we did. See Sections 4 and 7.

3.6 Technical data

Server logs, session cookies, IP address, browser and device information, and records of generation attempts (status, timestamps, errors). Bot-protection checks may be run on sign-in requests (Section 5). We also record pseudonymous usage events (which steps of the try-on you reach, device type, country, the campaign link you arrived from) — these are sent from our server to the analytics provider named in Section 5 and never include your photo, your contact details or your IP address.

3.7 What we never intentionally collect

We do not collect payment card data on our servers — no payments are taken by this service today. We do not collect government ID data, health data, religious or political data.

3.8 A face photo for colour analysis (members, on request)

Members with an account can ask us to determine their **colour season** (the palette of clothing colours that suits them) from a photograph of their face. This is a separate feature from the try-on, it is optional, and it runs only when you upload a photo on the "My Colours" page and tick the consent box there.

For this feature we process:

- the **face photograph you upload** for that purpose;
- **colour measurements** taken from it automatically: the average colour of your skin, hair, iris and the white of the eye, expressed as numbers, and the season and palette derived from them;
- your optional answer to one question (whether your hair colour is natural).

The photograph is analysed on our own infrastructure; it is **not** sent to the try-on providers named in Section 5. We do **not** use it for facial recognition or identity verification, and we do not use it to train models. The photograph is deleted on the schedule in Section 7.1; the measurements and the season are kept in your account for the period in Section 7.2 so that you can return to your result, and are deleted with your account.

The result is produced automatically and is advisory: it is a reading of the photograph, not a professional consultation, and it can be wrong when the light is.

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

Purpose	Data used	Legal basis
Generating your virtual try-on image	Photograph, derivatives, selected garment	Your explicit consent , given by ticking the consent box before upload
Preparing your photo so the AI can use it (validation, crop, normalisation)	Photograph, pose landmarks	Same consent; necessary to deliver the service you asked for
Giving you access to the free service, and sending service messages about your try-on	Phone number or email	Necessary to provide the service you requested
Sending marketing offers	Phone number or email	Your separate, optional consent (Section 3.3) — never bundled with the above
Verifying your phone number for sign-in	Phone number, one-time code	Necessary to provide the service you requested
Preventing abuse, fraud and runaway costs (rate limits, bot checks)	IP address, contact, request logs	Necessary to keep the service secure and available
Understanding how the try-on is used, so we can operate and improve it	Pseudonymous usage events (funnel steps, device type, country, campaign tag)	Necessary to operate the service — legitimate operation of the service under applicable UAE law
Preventing the one-off welcome bonus from being claimed twice	Hash of the phone number	Necessary to run the free allowance the service offers

Purpose	Data used	Legal basis
Answering a rights request or an IP complaint, and evidencing that we did	Name, email, address, complaint content	Necessary to comply with our legal obligations and to establish or defend claims
Keeping records required by law	Transaction and contact records	Legal obligation

Consent is the basis for photo processing. You can refuse, and you can withdraw consent at any time (Section 8). Withdrawing consent does not make earlier processing unlawful, but stops further processing.

5. Who we share your data with

We do not sell your data and we do not share it for third-party advertising. We use the following service providers ("processors"), each receiving only what it needs:

Provider	What it receives	What it does	Where it processes it
FASHN — AI try-on engine	A link, valid for a limited time, to your prepared photograph, plus the garment image	Generates the try-on image	Outside the UAE — their privacy policy names the United Kingdom, the European Economic Area and the United States
fal.ai — AI try-on engine	Same as above	Generates the try-on image	Outside the UAE — United States, per the vendor's public information
Cloudflare R2	Your uploaded photograph, its processed derivatives, and your try-on results	Private object storage. The bucket is not public; files are served only through short-lived signed links	Cloudflare's global network. Our bucket region is set to auto , so Cloudflare places the data automatically; Cloudflare is a US-headquartered company
Cloudflare Turnstile — bot protection for the sign-in step	Your IP address and a browser challenge token	Blocks automated abuse of the verification-code endpoint	Cloudflare's global edge network
Twilio — used only when phone sign-in is enabled	Your mobile phone number and the message containing your one-time code	Delivers the verification code over WhatsApp/SMS	Outside the UAE — Twilio is US-headquartered and operates globally
Hosting provider	Everything stored by the service — database and application servers	Runs the service	Hetzner Online GmbH, Germany

Provider	What it receives	What it does	Where it processes it
External software contractor	Access to the production environment, and therefore to the data it holds, for building and maintaining the service	Development, deployment and technical maintenance on our instructions	Spain (European Union)
Photo preparation service operated by us	Your photograph	Checks the photo is usable and prepares it for the AI	On the operator's own infrastructure, alongside the application
PostHog — product analytics	Pseudonymous usage events sent from our server: which steps of the try-on you reach, device type, country, the campaign (UTM) tag you arrived from. Never your photo, your contact details or your IP address	Product analytics — showing us how the try-on is used so we can operate and improve it	European Union — PostHog's EU cloud (Frankfurt, Germany)

The contractor is listed for the same reason as the rest: someone with access to production data is a processor, whatever their job title, and leaving them off the map would make this document less than complete.

The service is built to work with either engine, and one of them is active at any given time. Both are named because naming only the current one would make this page wrong the moment it is switched.

We may also disclose data where required by law, court order, or a lawful request from a UAE authority.

Not used: the service does **not** load any third-party analytics or advertising script on our pages and does **not** send your data to advertising platforms (including Meta/Facebook) or to any affiliate network; pseudonymous usage events are sent from our server to PostHog as described above. Fonts and front-end libraries are **served from our own domain**, so rendering a page no longer discloses your IP address to a font host or a code CDN. If any third party is connected later, **we will update this document before that connection goes live**.

6. Transfers outside the UAE

Your photograph and other data are transferred outside the United Arab Emirates, because the AI try-on engine, the storage provider and the messaging provider operate servers abroad. **Please read this carefully: if you are not comfortable with your photograph being sent abroad for processing, do not upload it.**

A transfer happens when a provider is enabled and your photograph is processed by it. For the photograph itself, that is on the basis of the explicit consent you give before the upload — which is why the consent is asked for first, and why refusing it means nothing is sent anywhere.

7. How long we keep it, and when it is deleted

Different data is kept for different periods, and not everything is within our control. Please read this section rather than assuming a single "72 hours" applies to everything.

7.1 Your photograph and your try-on result — two copies

A try-on necessarily creates **two copies** of the image, and we can only promise a deadline for one of them:

Copy	Who holds it	Retention
Ours	Our private storage (Cloudflare R2)	Deleted within 72 hours. The application deletes the files itself, on a schedule set below 72 hours so that deletion still lands inside the promise if a run is missed; the storage provider's own lifecycle rule is a second, backstop mechanism.
The AI provider's	FASHN or fal.ai, on their servers	Governed by their retention, not ours, and shortened where the provider lets us: fal.ai is told not to store the request payloads at all and to expire the generated file after 72 hours; FASHN's own documentation gives about three days for a generated image. Provider settings may change. We copy the result into our own storage so that what we serve you is ours to delete — but that copy does not remove theirs, and we cannot delete it on their systems ourselves. 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.

7.2 Everything else

Data	Retention
Links used to view photographs and results	Expire automatically after a short period — up to 30 minutes in the current configuration — and cannot be opened afterwards
Colour-season result (the measurements and the season from Section 3.8; the face photograph itself follows 7.1)	90 days from the analysis , then deleted; deleted earlier with your account
Contact record (channel, phone or email, IP address, tags)	12 months from your last contact with us , then deleted
Marketing permission record (channel, version, when you agreed, when you opted out)	Kept while it is in force. Once you withdraw it, the record of the withdrawal is kept for 3 years and then deleted. Withdrawing stops the sending immediately.
Account data (phone number, verification date, last sign-in, credit ledger)	For as long as your account exists; deleted when you ask, and in any case after 24 months of inactivity
One-time verification codes	10 minutes, or sooner — replaced or removed once used, resent or expired
Record that you gave photo consent (timestamp, consent version)	3 years — kept so that we can demonstrate the consent existed. Deliberately outlives the photograph itself.
Rights requests and IP complaints (name, email, address, content)	3 years
Server and application logs	90 days
Backups	The database is backed up daily to private storage and each backup is deleted after 30 days . A backup taken before your data was erased still contains it until that backup ages out, so erasure reaches backups within 30 days.
Hash of a phone number that received the one-off welcome bonus	Kept while the account exists, and for 24 months after the account is deleted — see 7.3

7.3 The phone-number hash, stated plainly

When a phone number is verified for the first time, we record a **cryptographic hash of that number** so the one-off welcome bonus cannot be claimed again by deleting an account and signing up afresh.

Being straightforward about what this is:

- It is **pseudonymised personal data, not anonymous data**. It is derived from your phone number and is used precisely to recognise that number again, which is what makes it personal data rather than an anonymous statistic.

- It is designed to be **infeasible to reverse** in practice — a keyed cryptographic hash, not a reversible transformation. We do not claim it is mathematically impossible to link back: anyone who already knows a phone number can test whether it matches.
- It **outlives the account it belonged to, but not indefinitely**. While the account exists, the hash stays. When the account is erased, the hash is marked and deleted **24 months later** — long enough that erasing an account is not a way to collect the bonus twice, and not a record we keep for ever.
- It is used **for nothing else** — not for marketing, not for profiling, not for tracking you across the service.

7.4 What we do not claim

- We do **not** claim that everything you give us disappears in 72 hours. That deadline covers the copy of your photograph and results **that we hold**.
- We do **not** claim your photograph is deleted instantly or immediately after processing.
- We do **not** claim that copying the result into our storage removes the AI provider's copy. It does not.

If you want your contact details, account or any other data removed sooner, ask us — see Section 8.

8. Your rights

Subject to applicable law, you may:

- **access** the personal data we hold about you;
- **correct** inaccurate data;
- **request deletion** of your data, including your photograph and your account (subject to 7.3);
- **withdraw your consent** at any time — for photo processing, and separately for marketing;
- **unsubscribe from marketing** at any time, free of charge, without losing access to the service;
- **object to or restrict** certain processing;
- **receive a copy** of data you provided, in a portable format;
- **ask about automated processing** — see the [AI Photo Processing Disclosure](#);
- **complain** to the supervisory authority — see the [Legal Notice](#).

To exercise any right, contact **info@openyoustyle.com**. We aim to respond within **30 days**. We may need to verify that the request comes from you.

Requests are handled by a person, by email. There is no self-service deletion button in the account area yet.

9. How we protect your data

- Photographs are stored in a **private** bucket, never publicly listed or publicly readable.
- Photographs and results are shown only through **short-lived signed links** (up to 30 minutes) tied to your session.
- Photographs and results are **deleted by the application itself**, not only by a storage expiry rule.

- One-time codes are stored **hashed**, never in plain text.
- Access to production systems is restricted to authorised personnel and to the contractor named in Section 5.
- Transport is encrypted (HTTPS/TLS).
- Fonts and front-end libraries are served from our own domain, so viewing a page does not disclose your IP address to third-party asset hosts.

No system is perfectly secure. If a data breach occurs that affects your data, we will notify the supervisory authority and, where required, you.

10. Children

The service is intended for adults only: **you must be at least 18 years old to use it**. Uploading a photograph of a minor is prohibited. If we learn that we hold a photograph of a minor, we delete it and, where there is an account, close it.

11. Cookies and third-party content

We use cookies strictly necessary to run the site (session and security cookies). We do not use advertising or analytics cookies.

The only third-party content that still loads on our pages is the **Cloudflare Turnstile** bot-protection widget, which is a security control on the sign-in step. Fonts, scripts and country-flag artwork are served from our own domain. Details are in our [Cookie Policy](#).

12. Changes to this policy

We may update this policy. We will publish the updated version on this page with a new "last updated" date, and for material changes affecting how we handle your photographs we will also notify you through the contact channel you gave us. Where required, we will ask for your consent again.

13. Contact

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