

# DELUSION APP PRIVACY POLICY

This Privacy Policy for the Delusion mobile application ("Privacy Policy") is provided on behalf of Deep Pixels LLC ("Deep Pixels", "we", "our", or "us") and outlines how we collect, use, and handle personal information ("Personal Data") when you interact with the Delusion photo editing application ("Delusion", the "app", or the "application"). This includes any form of interaction such as downloading, installing, registering, accessing, or otherwise using the app (collectively referred to as "Use").

Our goal with this Privacy Policy is to offer a clear explanation of how we collect, utilize, manage, and disclose the Personal Data we gather from users of the Delusion app ("users", "you", or "your"). We also aim to inform you about the rights you may have regarding your Personal Data and the options available to you in managing it. "Personal Data" refers to (i) any information linked to an identified or identifiable individual, and (ii) information that is protected under applicable privacy regulations.

This Privacy Policy also covers data that we or third parties may collect from you outside the app or through any of our affiliated websites or platforms (such as related apps or services you access through Delusion).

We strongly encourage you to review this Privacy Policy carefully so you can understand how we handle your data. Additionally, we recommend reviewing our Terms of Use, which outline the conditions under which our services are offered. For further information on how we process images and media through specific features within the app — such as AI Photoshoots — please see Section 3: How We Process, Share and Retain Your Photos.

If you are not comfortable with how we manage your Personal Data as described here, we advise against using Delusion.

Have questions? If anything in this Privacy Policy is unclear or if you would like to reach out about Delusion, please contact us at [contact@delusionapp.com](mailto:contact@delusionapp.com). For more ways to get in touch, see Section 15: How to Contact Us.

## 1. PERSONAL DATA WE COLLECT AND HOW WE OBTAIN IT

We may gather Personal Data both from you and about you in the following ways:

- **Directly from you**, when you willingly submit information to us.
- **Automatically during your use of Delusion**, including data such as usage patterns and your internet protocol (IP) address.
- **From third-party sources**, including our affiliated partners, vendors, and service providers.

## 2. PERSONAL DATA YOU SHARE WITH US DIRECTLY

You may choose to share Personal Data with us directly—or with third-party service providers working on our behalf—when you interact with and use Delusion. The type of information you provide will vary depending on the specific features of Delusion you engage with and how you use the application.

### **Uploaded Photos.**

If you give Delusion permission to access your camera or device's photo library, we will process the images you choose to upload in order to deliver the features and functionality you've selected within the app. For further details on how we handle your visual content, please refer to Section 3: How We Process, Share and Retain Your Photos, Videos and Image Data.

### **Account Information.**

When you sign up for a Delusion account, we request your email address. If you log in using your Apple ID, we may receive your Apple ID credentials and, depending on your Apple settings, the email linked to that ID. Similarly, logging in through your Google Account provides us access to the associated email address.

### **Communication and Support.**

If you reach out to us for support or general inquiries, we will collect and store records of your communications along with the contact information you provide, such as your name, mailing address, email address, phone number, or any other identifier that allows us to respond to or follow up with you.

### 3. HOW WE PROCESS, SHARE, AND RETAIN YOUR PHOTOS

To provide the AI Photoshoot feature in the Delusion app, we use facial recognition technology to identify and process facial features from the photos you upload. This means you will need to submit clear images of your face for the feature to function correctly.

Once your photos are uploaded and processed to generate your AI-stylized content, all original input images, facial data, and related personal information are permanently deleted from our servers immediately after processing is complete. We do not store your raw photos or any biometric data used during processing.

The final AI-generated photos are stored securely on Google Cloud servers, which we utilize to ensure safe and reliable access to your content. These generated images remain available to you within the app until you choose to delete your account, at which point all associated data, including generated content, will be permanently removed.

**Importantly, we do not use any user-uploaded content, including your photos, to train or improve AI models—neither our own nor those of any third party.** Your content remains private and is never repurposed for machine learning or data analytics.

### 4. PERSONAL DATA WE COLLECT AUTOMATICALLY

When you use Delusion, we — or third parties authorized by us — may automatically collect certain types of information, including Personal Data, from your device (subject to your consent where legally required). This automatically collected data may include:

**Device Information:** Technical details about your mobile device and internet connection, such as your IP address, unique device identifier, operating system and version, device type, mobile network provider, and system language settings.

**App and Region Information:** Information related to the version of Delusion you're using and the region or country of the app store from which the app was downloaded.

**Image Data:** For details on how we handle and process images and videos when you interact with specific features, please refer to Section 3: How We Process, Share, and Retain Your Photos.

**Usage Details:** Data on how you interact with Delusion, including how often you use the app, which features you access, and how you engage with specific tools or areas within the application.

**In-App Purchase History:** Information regarding your purchases made within the app, including the timing and nature of transactions.

**Subscription Data:** This includes confirmation of your subscription status, subscription start and end dates, plan details (such as price and duration), payment confirmations, and anonymized payment method data. Full credit card details are never collected or stored.

**Advertising Identifiers (with your consent):** Depending on your device, we may collect the Identifier for Advertisers (IDFA) on iOS. This identifier helps us offer relevant content and ads. You may opt out of tracking by following these steps:

- **iOS Devices:**

Open *Settings* > *Privacy* > *Tracking*.

Find Delusion in the list and toggle tracking permissions on or off.

Aside from Image Data, the above information may also be collected through technologies like cookies, Software Development Kits (SDKs), and other tracking tools, either by us or trusted third-party partners. For more on how we use these technologies, please see Section 7: Cookies, Software Development Kits, and Other Tracking Technologies.

## **5. THE PURPOSES AND OUR LEGAL BASES FOR PROCESSING YOUR PERSONAL DATA**

We may process your Personal Data for a variety of purposes depending on the type of information collected and how you interact with the Delusion app. These purposes include:

- **To deliver the Delusion app and its features** — such as AI Photoshoots, photo editing tools, and other functionality — as requested by you. This processing is based on your explicit consent and our contractual obligation to provide you with the services you've chosen to use.
- **To fulfill our legal and contractual responsibilities** — including enforcing our Terms of Use and other agreements with you. This is done to meet our obligations under the contract and to protect our legitimate interests in maintaining and defending our legal rights.
- **To process payments** — including subscriptions and in-app purchases. This may involve processing identifiers and payment details. These actions are necessary for fulfilling our contractual agreement with you and supporting our legitimate interest in managing and securing transactions.
- **To personalize your experience** — for example, by offering discounts or tailored pricing based on your device type or language settings. Where legally required, we rely on your consent for personalization features or provide you with opt-out options. See Section 7 for more on the technologies we use.
- **To provide customer and technical support** — responding to your questions or concerns, troubleshooting issues, and improving our service quality. This is based on our legitimate interest in ensuring you have a reliable and positive experience with Delusion.
- **To communicate with you** — including updates about your account or subscription, service changes, technical notices, and administrative alerts. These messages may be sent via email, push notifications, or in-app alerts. This communication is required to meet legal obligations and is part of our legitimate interest in keeping you informed. You can manage push notification preferences in your device settings.
- **To perform analytics and research** — such as analyzing app usage, traffic patterns, and demographic trends. Where these activities involve cookies or tracking technologies, we obtain your consent if required by law. Otherwise, we rely on legitimate interest to better understand and improve our product.

- **To test and improve Delusion** — evaluating performance and efficiency to enhance user experience. This processing is based on our legitimate interest in developing and refining the app.
- **To offer personalized content and advertising** — both within the app and through third-party platforms. This may include audience targeting or showing ads based on your interactions with Delusion. Where necessary, we request your consent and provide opt-out options (see Section 7 for more details).
- **To send marketing communications** — such as promotional emails or in-app messages. We do so with your consent or as allowed by applicable law. See Section 9 for how to manage your communication preferences.
- **To fulfill any other purpose disclosed at the time you provide the data** — or with your direction or explicit permission.
- **To comply with legal requirements and protect security** — such as auditing, fraud prevention, and monitoring for potential threats. These actions are required or permitted under applicable law.

## 6. TO WHOM WE DISCLOSE PERSONAL DATA

We may share the Personal Data we collect about you with third parties in a variety of circumstances, as outlined below:

We may disclose your Personal Data with trusted third-party vendors and service providers who help us deliver the app's features and manage our operations. These may include:

- **Amazon Web Services (AWS, USA)** for secure cloud storage of user data, including photos and image content uploaded for AI Photoshoots or editing features
- **Email and notification service providers**, to facilitate communication with users

If you make in-app purchases or subscribe to paid features of Delusion, we may share limited purchase and usage data with payment platforms such as **Apple App Store** and **Google Play** to process transactions and, where applicable, respond to refund or support requests. Shared data may include anonymized account identifiers, transaction totals, refund amounts, trial usage, and session times.

We may also share your Personal Data with third-party partners that provide analytics and advertising services, or allow such parties to access certain data. For more on these technologies, see Section 7.

In the event of a corporate transaction—such as a merger, acquisition, asset sale, restructuring, or dissolution—your Personal Data may be transferred to another organization as part of the process, subject to legal safeguards and limitations.

Additionally, we may disclose your Personal Data to respond to legal or regulatory requirements. This may include responding to a court order, subpoena, or government request where we have a good faith belief that such action is legally required or appropriate under international standards. We may also share your information when necessary to:

- Detect and prevent fraudulent, harmful, or unlawful activity
- Protect the safety and rights of users, our company, and the public
- Comply with investigations or enforce our Terms of Use

Data disclosed for these reasons may be stored or retained as long as necessary to comply with legal obligations, regulatory inquiries, or to mitigate potential risks.

## **7. COOKIES, SOFTWARE DEVELOPMENT KITS, AND OTHER TRACKING TECHNOLOGIES**

When you use Delusion, we and our authorized service providers, partners, and vendors—including third parties—may employ cookies (small data files stored on your device to recognize your browser or device) and similar tracking technologies to gather certain information about you and how you interact with the app.

We also integrate third-party analytics platforms such as Google Firebase, Facebook Analytics, AppsFlyer, and Amplitude. These tools, through their software development kits (SDKs) embedded in Delusion, collect data related to your app usage, including the features you access, your in-app behavior, and subscription status. This data helps us understand traffic patterns, user engagement, and overall app performance.

Information collected via these analytics tools may be utilized to deliver personalized content, enhance app functionality, and evaluate the effectiveness of advertising both within Delusion and across other digital platforms. Third-party partners may also use this data independently for their own analytics and advertising purposes.

To be clear, we **do not** use your Image Data for advertising or targeting purposes.

## 8. YOUR RIGHTS REGARDING YOUR PERSONAL DATA

You have the right to request access to, correction, update, deletion, or transfer of any Personal Data you have provided to us and that we hold. To make such a request, you can contact us via email at [privacy@delusion.app](mailto:privacy@delusion.app). Additionally, you can delete your account directly within the Delusion app on both iOS and Android devices. Please note, we may refuse to make changes if we believe doing so would violate legal obligations or result in inaccurate information.

For users located in the European Economic Area ("EEA") and the United Kingdom ("UK"), specific rights apply under the General Data Protection Regulation (EU Regulation 2016/679) ("GDPR") and its UK equivalent ("UK GDPR"). These rights include:

- **Access:** You can ask whether we hold any of your Personal Data and request a copy of it.
- **Correction:** You are responsible for providing accurate data. If you believe your data is incomplete or incorrect, you may request corrections.
- **Restriction:** You may request that we limit the processing of your data in certain cases, for example, if you dispute its accuracy and we are verifying it.

- **Deletion:** Under certain conditions, you may ask us to delete your Personal Data; however, deleting data may impact your ability to use Delusion.
- **Data Portability:** You have the right to receive your Personal Data in a structured, commonly used, and machine-readable format and may request that we transfer it to another party.
- **Objection:** If we process your data based on legitimate interests, you can object to such processing. Please be aware that opting out might affect your use of Delusion's services. If you have consented to marketing communications, you may unsubscribe at any time.
- **Consent Withdrawal:** If you have given consent for specific processing, you may withdraw it at any time. Withdrawal does not affect the lawfulness of prior processing based on your consent.
- **Lodge a Complaint:** You have the right to file a complaint with a supervisory authority in your country of residence, work, or where the alleged data protection violation occurred. For reference, a list of EU supervisory authorities and the UK Information Commissioner's Office (ICO) is publicly available.

Please understand that vague or incomplete requests may require us to seek additional information to fulfill your request. If we cannot verify your identity or complete your request, we may decline it to protect your data and that of others. We will respond to your requests within one month, though we may extend this period by up to two months for complex or numerous requests, informing you promptly of any extension.

Rest assured, exercising your rights will not result in discrimination or denial of access to Delusion's services.

## 9. YOUR CHOICES REGARDING COMMUNICATIONS FROM US

When you use Delusion, we may send you electronic communications, such as in-app messages, push notifications, or emails. Some of these are essential—for example, messages related to your subscription, updates to our Privacy Policy or

Terms of Use, or technical and security alerts. These communications are necessary for us to provide the service or are sent based on our legitimate interest in keeping you informed.

Where required by law, we will obtain your consent before sending you marketing messages about new features, product updates, or special offers from Delusion and its affiliates.

You can manage push notifications from us by adjusting your device settings. Here's how:

- **On iOS:** Go to **Settings** → **Notifications** → Select **Delusion** → Toggle notifications on or off.
- **On Android:** Open **Settings** → **Apps & Notifications** → **Delusion** → Tap **Notifications** and adjust your preferences.

Please note that opting out of promotional communications does not affect the delivery of important service-related messages that are necessary for your use of the app.

## 10. DATA SECURITY

We implement reasonable and appropriate security measures to help safeguard your Personal Data from accidental loss and unauthorized access, use, alteration, or disclosure. However, no method of data transmission over the internet or method of electronic storage is 100% secure. While we strive to protect your data, we cannot guarantee its absolute security. You share your data at your own risk.

Please also remember that the security of your information depends on your actions. For instance, we are not responsible for how you choose to share your processed photos, videos, or other content created in Delusion, including on social media. We are also not responsible for the privacy or security practices of any third-party services.

## 11. DATA RETENTION

Unless otherwise specified in **Section 3**, we retain your Personal Data until your

Delusion account is deleted. After initiating a deletion request, your account is typically removed within 4 hours.

You can request account deletion by contacting us at **[contact@delusionapp.com](mailto:contact@delusionapp.com)**, or by using the account deletion feature in the app settings.

However, we may retain certain data for longer if necessary to comply with legal obligations, resolve disputes, or enforce our terms. Additionally, we may continue to retain and use anonymized data that can no longer be linked to you personally.

## 12. CROSS-BORDER DATA TRANSFERS

Some of our service providers and servers are located outside your region, including in the United States. This means your Personal Data may be transferred and processed in countries that may not offer the same level of data protection as your own.

## 13. CHILDREN

**General Age Restriction:** Delusion is not intended for children under 13 years of age. We do not knowingly collect or solicit data from anyone under 13. If you are under 13, do not use Delusion or provide us with any personal information. If you are a parent or guardian and believe your child is using Delusion, please contact us at **[contact@delusionapp.com](mailto:contact@delusionapp.com)**.

**For users in the EEA and UK:** You must be at least 18 years old to use Delusion. If you are aware of someone under 18 using the app from these regions, please notify us, and we will take steps to remove their information.

## 14. THIRD-PARTY WEBSITES AND SERVICES

We are not responsible for the privacy practices or content of any third-party websites or services linked to or from Delusion. If you access another site or service through a link in Delusion, we encourage you to review their privacy policies before sharing any data with them.

## **15. HOW TO CONTACT US**

If you have any questions about this Privacy Policy or your data, or if you wish to exercise your rights:

**General Contact:** [contact@delusionapp.com](mailto:contact@delusionapp.com)

## **16. CHANGES TO THIS PRIVACY POLICY**

The last updated date of this Privacy Policy is noted at the top of the page. We may revise this Policy from time to time. Certain changes may not require your consent. However, if any updates significantly impact your rights or freedoms, we will ask for your consent separately before such changes take effect.

**Last Updated: June 01, 2025**