



SwapyFace Privacy Policy

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This Privacy Notice is designed to help you understand how **Wellborn Creative Ltd.** Swapyface (“**Swapyface**”, “we”, “us,” and “our”) collects, uses, and shares your personal information and to help you understand and exercise your privacy rights.

We are committed to protecting and respecting your privacy and will use your personal information only after obtaining your consent to the collection and processing of your personal data on the terms specified below and in strict accordance with the General Data Protection Regulation (the “GDPR”), the California Consumer Privacy Act of 2018 (the “CCPA”), California Privacy Rights Act (the “CPRA”) and other applicable laws, regulations and guidelines.

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1. Scope of Our Privacy Policy

This Privacy Notice governs the processing of personal information by our Swapyface mobile application (“App”). For simplicity, the App and all related services are collectively referred to as “Services.”

2. Updates to Our Privacy Notice

We reserve the right to modify this Privacy Notice at our discretion. Should there be any significant changes, we will inform you as mandated by law. By continuing to use the Services after an update, you are accepting the revised Privacy Notice. We advise you to review this notice periodically for any changes.

3. Types of Personal Data We Gather

The personal information we collect varies based on your interaction with us, our Services, and the requirements of applicable law. This includes information you provide directly, information we collect automatically through your use of our Services, and information we obtain from third parties and other sources as outlined below.

3.1. Data You Share With Us Directly

The personal information you provide can include:

(a) **Photos and Videos.** We collect photos or videos you upload from your device when using our App to perform the requested face swap functionality. Access to your device’s camera, gallery, or media library is necessary to upload content.

(b) **Temporary Processing.** Uploaded photos are processed **solely** to generate the requested result. We do not collect or store any other personal information such as names, emails, or voice data.

(c) **Deletion.** After processing is completed, uploaded photos are automatically and permanently deleted within 4 hours.

(d) **Purchase Information.** We collect information related to your purchases, including billing details. Payment processing is conducted by third-party services; we do not collect or store payment card information directly.

(e) **Communications with Us.** We collect information such as your email address when you inquire about our Services, seek customer or technical support, or communicate with us in other ways.

(f) **Surveys.** If you participate in surveys, you may provide certain information, which could include personal information.

3.2 Face Data Collection

Swapyface uses face data only when you choose to upload a photo or video in order to use the face swap features of the App.

The face data we collect may include the photos or videos you upload, facial images contained in those photos or videos, and temporary facial feature information generated only as necessary to create the requested face swap result. This processing is used solely to detect, align, and replace faces in the uploaded content and to generate the final output requested by the user.

We do not use face data to identify you, authenticate you, verify your identity, track you, build a profile about you, determine your emotions, or make decisions about you. We do not use face data for advertising, marketing, analytics, training AI models, or improving unrelated products or services.

Uploaded photos, videos, and temporary face data are processed on secure servers operated under the control of Wellborn Creative Ltd. Face data is not sold, rented, or shared with advertisers, data brokers, or unrelated third parties. We do not transfer user photos, videos, or face data to third-party AI services for processing.

Face data is stored only temporarily for the purpose of completing the requested face swap operation. Uploaded photos, videos, and temporary face data are automatically and permanently deleted after processing is completed, and in any event within 4 hours. Generated output may remain

available to the user temporarily in the App, but we do not retain uploaded face data after the processing period described above.

All transfers between the App and our servers are protected using SSL/TLS encryption. Access to face data is limited to what is necessary to operate, secure, and maintain the face swap functionality.

3.3 Data We Obtain Automatically

When using our Services, we may collect limited technical data (such as device type, operating system, crash logs) strictly to maintain functionality and security of the App.

We do not collect advertising identifiers, precise geolocation, or tracking data.

3.4 Data Acquired from Third Parties

We may receive information about you from external sources, such as app stores or third-party login services, but only if you have agreed to share this information under their privacy settings.

4. Purposes for Processing Your Data

We use your data exclusively to:

- Provide face swap functionality and deliver the requested results.
- Handle subscriptions and in-app purchases.
- Respond to customer support requests.
- Ensure the security, stability, and proper operation of the App.
- Comply with legal obligations.

We do not use your data for personalized advertising, profiling, or tracking across services.

4.1. Delivering Our Services

Your information is utilized to honor our agreement with you and deliver our Services, such as:

- (a) Offering features like face swapping, face restoring, avatar creation, and other similar functionalities;
- (b) Handling your data, subscription models, and accounts;
- (c) Enabling access to specific areas, functionalities, and features within our Services;
- (d) Responding to requests for customer or technical assistance;
- (e) Communicating with you regarding your account, activities within our Services, terms of service, privacy notices, and other policy updates; and
- (f) Processing financial transactions and different payment methods for purchased Services.

4.2. Administrative Functions

We may process limited technical and transaction-related data for security, fraud prevention, troubleshooting, legal compliance, customer support, and maintaining the proper operation of the App. We do not use uploaded photos, videos, or face data for marketing, advertising, identity verification, profiling, analytics, model training, or product development unrelated to the requested face swap feature.

4.3. Promotion and Advertising of Our Offerings

We do not use photos, videos, face data, or other personal information for targeted advertising, cross-context behavioral advertising, profiling, or tracking across services.

4.4. Additional Uses

We may also use your information for reasons you request or as allowed by law, including:

- (a) Consent: Utilizing personal information for purposes clearly communicated to you when you provide your data or with your consent.

(b) De-identified and Aggregated Data: Creating de-identified and/or aggregated data, such as demographic insights, anonymized location data, device usage information, or other analyses.

(c) Sharing with Friends or Colleagues: Our Services may include tools that let you share content with others, such as through our referral programs, allowing you to send content or service invitations to friends or colleagues.

5. Sharing of Your Personal Information

We share information only in very limited circumstances, such as to provide our Services, ensure protection for us and others, or during significant business dealings like mergers, acquisitions, or asset sales, as detailed below.

5.1. Sharing for Service Provision

We do not sell, rent, or share your personal data with advertisers or unrelated third parties. All processing happens on our own secure servers under our direct control.

5.2. Sharing for Legal Protection and Safety

We may access, preserve, and disclose information if required to comply with legal obligations, protect our rights or the safety of others, or enforce our agreements.

5.3. Sharing During Business Transfers

In the event of a merger, acquisition, reorganization, or asset transfer, your information may be included as part of the transferred assets, as allowed by law.

5.4. Data Management and Security

All uploaded photos remain under our direct control during processing and are permanently deleted within 4 hours after the requested face swap operation is completed.

All data transfers between the App and our servers are protected using **SSL (Secure Socket Layer) encryption** to ensure confidentiality and security during transmission.

6. Your Options and Rights Regarding Privacy

6.1. Available Privacy Choices

Your privacy preferences regarding your personal information are determined by applicable laws and include:

- (a) Device Settings. You may receive push notifications through our App, which you can opt out of by modifying your device settings.
- (b) “Do Not Track” Signals. We do not acknowledge or respond to browser-initiated DNT signals or similar mechanisms.
- (c) Cookies and Ad Choices. You can control or block cookies or similar tools where applicable through your browser or device settings.

6.2. Your Rights Concerning Privacy

Depending on the law, you may have rights such as:

- (a) Accessing your personal data, including confirmation of its processing, access, or portability;
- (b) Correcting inaccuracies or incomplete data;
- (c) Deleting your personal data;
- (d) Transferring your data to you or a third party;
- (e) Restricting or objecting to data processing;
- (f) Revoking consent for data processing.

For exercising these rights, please contact us as indicated in Section 17 (“Contact us”). We will handle these requests according to applicable regulations.

7. Protecting Your Data

We implement technical and organizational measures (including SSL encryption, secure servers, and strict deletion policies) to safeguard your data. While no system is 100% secure, we take all reasonable steps to protect your information against unauthorized access, disclosure, or misuse.

8. Transferring Data Internationally

Your data is processed and stored exclusively on secure servers under our control. We do not transfer user photos to third parties outside our infrastructure.

If any future international transfers are required (e.g., for lawful compliance), we will ensure they meet GDPR and other applicable standards.

9. Keeping Your Personal Data

We do not permanently store any personal data, including uploaded photos. Photos are automatically and permanently deleted within 4 hours after processing is completed.

Generated content (e.g., output images) may remain temporarily available to you in the App, but is not retained by us once deleted by the user or after the App session ends.

10. Specific Information for California Residents

This section applies only to California residents and supplements the information provided in this Privacy Policy.

Swapyface does not sell or share personal information as those terms are defined under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA). We do not use personal information, including photos, videos, or face data, for cross-context behavioral advertising.

We collect photos, videos, and face data only when you choose to upload content in order to use the App's face swap features. Such data is used solely to provide the requested face swap result and is deleted within 4 hours after processing is completed.

We do not disclose uploaded photos, videos, or face data to advertisers, data brokers, or unrelated third parties. We also do not transfer uploaded photos, videos, or face data to third-party AI services for processing.

California residents may have the right to request access to, correction of, or deletion of their personal information, and to limit the use and disclosure of sensitive personal information. To exercise these rights, please contact us using the details in Section 17.

11. Specific Information for Nevada Residents

Nevada residents have the right to opt-out of the sale of certain personal information. Though we do not sell personal information as defined by Nevada law, residents can submit a request by contacting us with the specified subject line.

12. Specific Information for Virginia Residents

Virginia residents, under the Virginia Consumer Data Protection Act, have rights to access, correct, obtain copies of their personal data, and opt-out of processing their personal data for targeted advertising, the sale of personal data, or profiling in significant decision-making. We currently do not engage in the sale of personal information as defined by Virginia law.

13. Information for Children

Our Services are not intended for, directed to, or designed for children under 14 years of age, or any higher minimum age required by applicable law in a user's jurisdiction. Children under this age must not use the App or submit any personal information, photos, videos, face data, or other content through the Services.

We do not knowingly collect, use, store, or process personal information from children under the applicable minimum age. We also do not knowingly allow children to upload photos, videos, or face data for face swap processing.

If you are a parent or legal guardian and believe that a child has used the App or provided personal information to us without your consent, please contact us using the information provided in Section 17. If we become aware that we have collected or processed personal information from a child in violation of applicable law, we will take prompt steps to delete such information from our records and, where appropriate, restrict further access to the Services.

14. Adult, Sexual, or NSFW Content

The App is not intended to create, upload, process, or distribute nude, sexually explicit, pornographic, or other adult content.

Users are prohibited from uploading, generating, or sharing content involving nudity, sexual activity, sexual exploitation, abuse, harassment, non-consensual

sexual imagery, or any content involving minors in a sexual or exploitative context.

We may restrict access to the Services, refuse processing, remove content, suspend accounts, or take other appropriate action if we become aware of any misuse of the App in violation of this policy or applicable law.

15. External Sites and Applications

Our Services might include links to third-party websites or applications, and similarly, third-party websites or applications may link to our Services. We do not have control over the privacy practices of these external services. We advise users to familiarize themselves with the privacy policies of any third-party websites or applications they engage with. We do not endorse or take responsibility for the privacy practices or content of such external platforms. Sharing personal data with any third-party websites or applications is done at your own discretion and risk.

16. Regulatory Authorities

For individuals in the European Economic Area (EEA), Switzerland, or the United Kingdom, you possess the right to submit a complaint to a supervisory authority if you believe our processing of your personal data infringes upon applicable law. A comprehensive list of data protection authorities in EU member states can be found here:

<https://digital-strategy.ec.europa.eu/en/library/list-personal-data-protection-competent-authorities>.

17. How to Contact Us

Wellborn Creative Ltd.,, operating under the trade name Swapyface, is responsible for the management of your personal data. Should you have queries regarding our privacy practices, this Privacy Notice, or if you wish to exercise your rights as outlined herein, please reach out to us at:

Wellborn Creative Ltd. / Swapyface
124 City Road, London, EC1V 2NX
Email: support@wellborncreative.com

We are committed to addressing any concerns or questions you may have regarding your privacy and our data handling practices.

