

Celebrateally Privacy Policy

This Privacy Policy outlines how Celebrateally collects, uses, shares, and stores your personal information when you use our services or visit our website. It aims to help you understand your privacy rights and choices regarding the handling of your personal information.

1. Information Collection:

Celebrateally collects personal information that you voluntarily provide when expressing interest in our services and products or contacting us. This includes:

- Contact details and authentication data.
- Payment information necessary for processing purchases, including payment instrument numbers and security codes.
- Automatically collected data when you visit our website, such as your IP address, browser, and device characteristics.
- Log and usage data, as well as device information, including identification numbers, location, browser type, hardware model, internet service provider, operating system, and configuration details.
- Location data

We also collect photos, videos, and other uploaded media only when you choose to use features that require them, such as personalized books or images

2. Use of Information:

We process your information to:

- Provide and improve our services.
- Communicate with you.
- Ensure security and prevent fraud.
- Comply with legal obligations.
- Conduct promotional and marketing activities.
- Analyze usage trends and evaluate our marketing strategies.

Photos and uploaded images are used *solely* to generate personalized content such as storybooks, illustrations, or previews.

3. Information Sharing:

Your information may be shared in scenarios such as company sales or mergers. Additionally, we share information with third-party agents performing tasks on our behalf (e.g., email sending, billing, payment processing) under obligations to maintain confidentiality and security. We also work with secure, vetted print partners who manufacture personalized books and products. These partners are contractually required to protect your data and use it only for fulfilling your order. We do not sell or license your personal information to third parties.

4. Interaction with Other Users of the services:

Certain service features may allow you to interact with us and others publicly. Information you choose to submit, such as your name, username, location, email address, profile information, and comments, may become publicly available. Celebrateally is not responsible for any information you decide to make public.

5. Data Retention:

We retain your information as long as necessary for the purposes outlined in this Privacy Policy, unless a longer retention period is mandated by law.

1. Not Logged In (Guest Users)

- Uploaded photos and videos are **not stored at all**.
- They are processed temporarily to generate a preview and then **deleted immediately**.

2. Logged-In Users

- Uploaded assets are stored securely and used to generate your personalized content.
- Assets are retained for up to **48 hours**, unless you intentionally save them.

3. Generated content (User-Initiated Retention)

If you save a book, pdf result, or generated image asset:

- It remains available in your account history for **up to one year** as long as your account is active.
- You may delete any saved item at any time from your account.

4. Account Deletion

If you delete your account:

- **All stored assets are permanently removed**, including:
 - Photos
 - Videos
 - Generated storybooks
 - Project drafts
 - History and saved outputs
- No backups of your personal content are retained after deletion.

6. Data Security:

Celebrateally employs organizational and technical measures to protect your personal information. However, no internet transmission is entirely secure, and we cannot guarantee that unauthorized parties will not breach our security measures. Transmission of personal information to and from our services is at your own risk. We encourage secure access to our services.

7. Minor's Privacy:

We do not knowingly collect data from or engage in transactions with individuals under 18 years of age. By using our services, you represent that you are over 18. If we learn of any inadvertent data collection from minors, we will deactivate the account and remove the data from our records.

Users uploading photos must confirm they are over 18 and have permission to upload the photo. If the image is of a child, users must confirm parental or guardian consent.

8. Your Privacy Rights:

You may review, change, or terminate your account at any time. Withdrawal of consent is possible, but it will not affect the lawfulness of processing based on consent before its withdrawal. You may opt-out of promotional communications by using the unsubscribe link.

9. Analytics:

We use Google Analytics with IP anonymization for business analysis. Google processes information on our behalf to evaluate service usage and compile reports. Users can prevent cookie use through browser settings.

10. SSL Encryption:

Our site uses SSL encryption to protect the transmission of confidential content.

11. Cookies:

We use session cookies, which are deleted after your visit, and persistent cookies, which remain on your device until deleted. These enable browser recognition on subsequent visits. Deleting cookies may limit site functionality.

12. California Residents:

In accordance with California's Shine The Light law, residents of California who use our site are entitled to request, once per year and without charge, details regarding the categories of personal information we have disclosed to third parties for direct marketing purposes, as well as the names and addresses of those third parties, for the previous calendar year. If you are a California resident and wish to make such a request, please reach out to us directly.

For minors residing in California, the law provides the right to request the removal of any personal information that you have publicly posted on our services. If you wish to have such information removed, please contact us using the email associated with your account, including a statement verifying that you are under 18 years of age and a California resident. We will make efforts to ensure that the data is not publicly displayed on our services. However, please be aware that we may not be able to completely or comprehensively remove all of your data from our systems.

13. Information Categories Collected:

We collect various categories of personal information, including identifiers, commercial information, internet activity, geolocation data, but not gender, biometric, professional, educational, or sensitive information. This information is used and retained to provide requested services as long as you have an account with us.

14. Data Deletion Request:

Upon request, we will delete your personal information, subject to legal exceptions. We do not discriminate against those exercising privacy rights.

15. Data Security:

Celebrateally is committed to ensuring the security of your personal data through appropriate safeguards. You may access, review, correct, or modify your information and adjust marketing preferences by contacting hello@celebrateally.com.

At Celebrateally, we prioritize the security and proper handling of your personal data in alignment with our privacy policy. We implement rigorous measures to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration, or destruction.

You have the right to request access to, review, correct, update, delete, or modify your registration or subscription profile information (if applicable). Additionally, we offer support in adjusting your marketing preferences. Please contact us (hello@celebrateally.com) to exercise these rights or for any assistance regarding your personal data.