

Privacy & Cookie Policy for Sketchy

Last Updated: November 5, 2025

1. Introduction

Welcome to Sketchy ("Service"), operated by Rediscovery ("we," "us," or "our"). We are committed to protecting your privacy. This policy explains what information we collect, how we use it, and how we keep it safe.

As an entity based in the Netherlands, we comply with the General Data Protection Regulation (GDPR).

2. Who We Are

- **Service:** Sketch It
- **Data Controller:** Rediscovery
- **Contact:** For any privacy-related questions, please contact us via our feedback form (upper right corner) on sketchit.studio.

3. What Data We Collect

We believe in collecting only the absolute minimum data necessary to provide our service. We **do not** require you to create an account, so we do not collect your name, email address, or payment information.

When you use our service, we process the following data:

- **User-Provided Data:** The image you upload for processing ("Original Image") and the settings you choose for your sketch ("Settings").
- **Generated Data:** The final line-art image we create for you ("Generated Sketch").
- **Automatically-Collected Data:** We pseudonymously collect your IP address, IP-based country, and browser/device details. This is used strictly for security, troubleshooting, and service functionality.

4. How We Use Your Data (Legal Basis)

We use your data for the following purposes, based on our "Legitimate Interest" under GDPR to operate our service:

- **To Provide the Service:** We use your Original Image and Settings to create your Generated Sketch.
- **To Secure Our Service:** We use technical logs (like IP addresses) to protect our service from abuse, troubleshoot errors, and manage server load.

We **do not** use your Original Images or Generated Sketches to train our AI models.

5. Data Storage, Retention & Deletion

We are committed to **data minimization**. We do not keep your personal data longer than necessary.

- **3-Day Deletion Policy:** All Original Images and Generated Sketches are **permanently deleted from our servers every 3 days**.

- **Upscale Feature:** Images sent to our upscale processor (Replicate) are **permanently deleted after 1 hour**.
- **Logs:** All technical logs (including IP addresses) are also permanently deleted in the same 3-day cycle.

All images are stored in an **encrypted** state on Amazon Web Services (AWS) servers during this brief retention period.

6. Third-Party Data Sharing (Data Processors)

We **do not** sell your data. To provide our service, we must share your data with these trusted third-party "data processors":

- **Amazon Web Services (AWS):** For securely storing your encrypted Original Image and Generated Sketch for the 3-day retention period.
- **Google:** For AI processing. Your Original Image is sent to the Google Gemini model to generate the sketch.
- **Replicate:** For the optional upscale feature.
- **n8n.io:** For automating our internal workflow (e.g., sending the image from our server to the AI model and back).

We have Data Processing Agreements (DPAs) with these services to ensure they are legally bound to protect your data.

7. Your GDPR Rights

You have rights over your data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Erasure (Right to be Forgotten):** You can request that we delete your data.
- **Right to Rectification:** You can ask us to correct any inaccurate data.

To exercise these rights, please contact us. Please note: As we do not have user accounts, we can only identify your data through technical information (like your IP address and the exact time of your request) from within our 3-day retention window.

8. Cookie Policy

This section details our use of cookies.

- **What Are Cookies?** Cookies are small text files stored on your browser when you visit a website.
- **How We Use Cookies** Sketchy is committed to your privacy.
 - **Strictly Necessary Cookies:** We currently **do not** place any cookies on your browser. Our service functions perfectly without them.
 - **Analytics & Marketing Cookies:** We **do not** use any analytics, advertising, or marketing cookies.

- **Future Use of Cookies** We plan to add an analytics service (like Google Analytics) in the future to help us understand how visitors use our site. Before we implement this, we will:
 1. Update this policy.
 2. Add a clear cookie consent banner to our website, giving you the choice to accept or reject these optional cookies. No analytics cookies will be placed on your device without your explicit consent.

9. Changes to This Policy

We may update this policy from time to time. Any changes will be effective immediately upon posting. Please check the "Last Updated" date at the top of this document to see when it was last revised.