

# Content Slayr – Privacy Policy

Last updated: 31 August 2026

## 1. Introduction

This Privacy Policy explains how Content Slayr Limited (“we”, “us”, “our”) collects, uses, stores and discloses personal information when you use our services.

We comply with the New Zealand Privacy Act 2020 and aim to meet international best practice.

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## 2. Information We Collect

### 2.1 Account Information

- Name
- Email address
- Organisation name
- Login credentials

### 2.2 Usage and Content Data

- Prompts, inputs, reference images, custom assets (including saved Cast Members and Shoot Styles) and generated Outputs
- Lightboxes and generated content visible within your account
- Usage metadata (timestamps, volume, features used)

### 2.3 Payment Information

Payments are processed by Outseta and Stripe. We do not store credit card details. Outseta and Stripe process payment information in accordance with its own privacy policy.

### 2.4 Cookies and Tracking

We use cookies and similar tracking technologies to track activity on our Service and hold certain information. Cookies are files with a small amount of data which may include an anonymous unique identifier. We use these to: (a) maintain your session and security; (b)

remember your preferences; and (c) understand how you use our platform to improve our agentic workflows. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

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### **3. How We Use Information**

We use personal information to:

- provide and operate the Service;
  - authenticate users and manage accounts;
  - process payments and subscriptions;
  - provide customer support;
  - monitor usage and improve the platform; and
  - meet legal and compliance obligations.
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### **4. Use of Content and Service Improvement**

#### **4.1 Internal Logic Refinement**

We use User Content (Inputs, reference images, and custom asset parameters) and Outputs to refine our proprietary agentic workflows, prompt engineering, custom asset generation logic, and orchestration logic. This allows us to improve the accuracy and quality of the Service. We do not use your personal information to train third-party foundational models.

#### **4.2 Anonymisation**

Where we use Inputs or Outputs for system refinement, we take reasonable steps to de-identify the data so that it no longer identifies you or any individual.

#### **4.3 No Sale of Data**

We do not sell your Inputs or Outputs to any third parties.

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### **5. Data Sharing**

#### **5.1 AI and Infrastructure Partners**

We share your Inputs with third-party AI model providers (such as Nano Banana) to generate the requested Outputs. These partners process data as 'sub-processors' and are restricted from using your data for their own purposes unless otherwise disclosed. We configure these integrations to use 'zero-retention' or 'API-only' modes where available to ensure your data is not used to train their foundational models.

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## **6. International Data Transfers**

Your data may be processed in countries outside of New Zealand (such as the United States). We ensure such transfers comply with NZ Privacy Principle 12 by: (a) utilising providers in 'adequate' jurisdictions; or (b) entering into Data Processing Agreements (DPAs) that include standard contractual clauses providing comparable safeguards to New Zealand's privacy laws.

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## **7. Data Retention**

We retain personal information only for as long as necessary to:

- provide the Service;
- meet legal obligations; and
- resolve disputes.

Users may request deletion of their account and associated data, subject to legal requirements.

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## **8. Security**

We take reasonable technical and organisational measures to protect personal information. However, no system is completely secure.

### **8.1 Data Breach Notification**

In the event of a privacy breach that has caused, or is likely to cause, serious harm to any affected individual, we will notify the New Zealand Office of the Privacy Commissioner and the affected individuals as soon as practicable. Our notice will describe the breach, the steps we are taking to mitigate any potential harm, and recommendations for how you can protect yourself.

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## 9. Your Rights

You may request access to or correction of your personal information by contacting us. In accordance with best practice you can also contact us regarding:

- **Right to Portability:** Request a copy of your data in a machine-readable format.
  - **Right to Erasure:** The "Right to be Forgotten" (deletion of all records).
  - **Right to Withdraw Consent:** The ability to opt-out of processing at any time.
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## 10. Automated Processing

While Content Slayr uses AI to assist in content generation, we do not use automated decision-making to produce effects that have legal or similarly significant consequences for you. All final creative and commercial decisions regarding the use of AI Outputs remain with the user.

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## 11. Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be communicated through the Service.

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## 12. Contact

For privacy questions or requests, contact:

**Content Slayr Limited**  
[support@contentslayr.com](mailto:support@contentslayr.com)