

Ailias AI Ltd – Privacy policy

Effective Date: 01.01.25

Last Updated: 16.07.25

Registered Office: The Hub, Fowler Avenue, Farnborough, Hampshire GU14 7JP

Email: sales@ailias.vip

Website: www.ailias.vip

1. Introduction

Ailias Ltd ("we", "our", "us") respects your privacy and is committed to protecting your personal data. This privacy policy explains how we collect, use, disclose, and store your data when you visit our website or engage our services.

2. Data We Collect

We may collect and process the following data:

Identity Data: Name, company, job title.

Contact Data: Email address, phone number.

Project Data: Any content submitted for avatar creation, including video, images, or likenesses.

Technical Data: IP address, browser type, pages viewed (via cookies or analytics tools).

Consent Records: Signed forms or email confirmations relating to content rights.

3. How We Use Your Data

We use your data to:

Provide and deliver our services.

Communicate with you about your project.

Ensure legal compliance (e.g. proof of likeness/voice rights).

Improve the functionality and security of our website.

Maintain internal records and comply with regulatory requirements.

4. Legal Basis for Processing

Under the UK GDPR and EU GDPR, we rely on the following lawful bases:

Contractual necessity – to deliver services you've commissioned.

Legal obligation – to maintain rights/consent records.

Legitimate interest – to operate and improve our business.

Consent – for marketing communications or use of likenesses.

5. Sharing Your Data

We may share your data with:

HeyGen Inc. – for avatar lip-sync and voice cloning (under contract).

Other technology providers – used in the AI/video generation process.

Our subcontractors or employees – who are bound by confidentiality agreements.

Legal or regulatory authorities – where required by law.

We do not sell or rent your data.

6. International Transfers

Some third-party tools (like HeyGen)

may process data outside the UK or EU. We ensure such transfers comply with UK/EU GDPR, typically via Standard Contractual Clauses (SCCs) or equivalent protections.

7. Data Retention

We retain data for the duration of your project and for up to 6 years afterward (for legal and audit purposes). Video content and likeness-related materials may be deleted earlier upon request, unless required by law.

8. Your Rights (UK & EU Residents)

You have the right to:

Access your personal data.

Request correction or deletion.

Object to processing.

Withdraw consent.

File a complaint with the UK ICO (Information Commissioner's Office).

Contact us at sales@ailias.vip to exercise your rights.

9. Cookies & Analytics

We use minimal cookies and may use services like Google Analytics to monitor website traffic. You can control cookies through your browser settings.

10. Changes to This Policy

We may update this policy periodically. Please check this page regularly for updates.

