

**STYLDOD, INC.**

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# Data Retention and Deletion Policy

*Enterprise Policy Document*

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<b>Effective Date</b>	June 2026
<b>Document Owner</b>	Senior Leadership / Engineering Leadership
<b>Applies To</b>	Enterprise embedded integrations, customer data, production systems, and all authorized personnel

## Purpose and Scope

This policy describes Styldod's approach to retaining and deleting customer data, workflow data, logs, and personal data processed in connection with enterprise embedded integrations. Styldod retains data only for as long as necessary to provide the agreed service, support the workflow, troubleshoot issues, monitor performance, maintain security, and meet applicable contractual or legal obligations.

## Retention Principles

- Data minimization: collect and retain only what is required for the agreed service.
- Purpose limitation: retain data only for service delivery, support, security, monitoring, troubleshooting, contractual, or legal purposes.
- Customer alignment: customer-specific retention or deletion requirements must be documented in the agreement, DPA, or Statement of Work before production launch.
- Secure deletion: delete or de-identify data where no longer required, subject to technical feasibility, backups, and legal or contractual obligations.
- Restricted access: limit retained data access to authorized personnel with a current business need.

## Data Categories and Retention Approach

Data Category / Examples	Retention Approach
Input images (property photos, room photos, listing images, exterior images, optional visuals)	Retained only as needed to deliver the workflow, support troubleshooting, and meet customer-specific obligations. Retention may be customized by agreement.
User inputs (text prompts, dropdown selections, room/style preferences, optional reference image inputs)	Retained only as needed for workflow execution, support, and operational troubleshooting unless otherwise agreed.
Generated outputs (AI-assisted redesign/staging/editing output images and related files)	Retained only as needed to provide the output, support the customer workflow, and meet the applicable agreement.
Workflow metadata (request ID, job ID, session ID, listing/photo reference, timestamps, processing status, error status)	Retained as operationally necessary for service delivery, support, monitoring, and auditability, subject to the applicable agreement.
Technical logs (AWS CloudWatch, server logs, application logs, error logs, security-relevant events)	Current AWS CloudWatch/server log retention is generally 5 days, after which logs are automatically deleted based on the configured retention policy.
Backups and archives (cloud-	Managed through cloud-provider retention and deletion

provider managed backups, database backups, lifecycle copies)	mechanisms. Backup deletion follows applicable retention periods and contractual requirements.
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## Customer-Specific Retention

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Styldod does not currently provide customer-specific configurable retention periods as a self-service product feature. Any customer-specific retention, deletion, data residency, or storage requirement must be agreed before production launch and documented in the commercial agreement, DPA, or Statement of Work.

## Deletion Requests

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Enterprise customers may request deletion of customer data under Styldod control. Because enterprise embedded workflows may not include direct end-user identifiers, the customer must provide sufficient reference information such as session ID, job ID, request ID, listing/photo reference, timestamp, or other agreed metadata.

Styldod will use internal application and database records, cloud storage records, workflow and job metadata, and available logs to identify and delete relevant data, subject to technical feasibility, the applicable agreement, backups, and legal or security retention requirements.

## Termination or Expiry of Service

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Upon termination or expiry of the applicable customer agreement, Styldod will delete or return customer personal data under its control as required by the agreement or DPA, unless retention is required for legal, security, backup, dispute, audit, or contractual purposes.

## Secure Deletion Methods

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- Application-level deletion from production records.
- Cloud storage object deletion and lifecycle policies where applicable.
- Database record deletion or de-identification where feasible.
- Cloud-provider backup retention and deletion mechanisms.
- Access removal and credential rotation where deletion relates to accounts or secrets.