Privacy Policy

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CLIPPIE AI LTD · Company no. 15829898 (England and Wales)
Unit 25, 81 Lee High Rd, London, United Kingdom, SE13 5NS

This policy explains what personal data **CLIPPIE AI LTD** ("Clippie", "we", "us") collects when you visit https://clippie.ai or use the Clippie AI video tools (the "Service"), what we do with it, who we share it with, and the rights you have. We are the controller of that data under the UK General Data Protection Regulation and the Data Protection Act 2018.

In brief

What we hold. Your account details, billing records from Whop, the content you upload and generate, a record of how you use the Service, and device data such as IP address.

Why. To provide the Service, take payment, give support, keep it secure, prevent fraud and improve it.

Payments and disputes. We do not hold your card number. We do keep records showing that a purchase was made and used, and share them with Whop and card issuers if a payment is disputed.

AI providers. Your prompts and media are sent to third-party AI providers to produce the results you ask for.

Public feed. AI Studio generations can appear in a public feed without your name unless you opt out.

Your rights. You can ask for a copy, correction or deletion of your data at support@clippie.ai.

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1. Who we are and how to contact us

1.1 CLIPPIE AI LTD is a company registered in England and Wales with company number 15829898. Our registered office is Unit 25, 81 Lee High Rd, London, United Kingdom, SE13 5NS.

1.2 For anything about this policy or your personal data, email support@clippie.ai.

1.3 This policy covers the Clippie website and web app. It does not cover third-party services that we link to or that you connect, which have their own privacy policies.

2. The personal data we collect

Category	What it includes	Where it comes from
Account	Name, email address, profile picture, the date you signed up, a record of each time you accepted our terms (the version, date and time, IP address and browser), and, if you sign in with Google, your Google account identifier and sign-in tokens.	You; Google
Billing	Plan, billing interval and status; Whop customer, membership and payment identifiers; the billing email entered at checkout; amounts and dates; card brand and last four digits; cancellation reason and feedback; refunds and disputes. We never receive your full card number.	You; Whop
Your content	Text, prompts and scripts you enter; images, audio and video you upload, including reference images; links you import; brand settings such as logos and watermarks; the voices you add or favourite; and the images, audio and video the Service generates for you.	You; generated by the Service
Usage	What you generate, export and download and when; credits and minutes granted and used; daily streak check-ins and your time zone; feature and tool usage; notifications shown to you.	Generated as you use the Service
Device and log data	IP address, browser and device type (user agent), referring page, pages and screens viewed, clicks, errors, and recordings of your session in the web app in which text typed into form fields is masked.	Your browser, directly and through our analytics tools
Communications	Messages, feedback, bug reports and suggestions you send us, support tickets in our Discord server, and your answer to “how did you hear about us”.	You
Connected accounts	If you connect a social platform: the platform, your channel or account identifier and name, the permissions granted, and access tokens.	You; the platform
Referral data	Whether you arrived through an affiliate link, and sign-up and purchase events linked to it.	Our affiliate tracking tools

2.1 We do not ask for special category data, such as data about health, beliefs or biometrics, and we do not use your content to identify people. The media you upload may show or record other people; you are responsible for having their permission, as our Terms of Service require.

2.2 You do not have to give us personal data, but without an email address we cannot create an account, and without payment through Whop we cannot supply a paid plan.

3. How we use personal data and our lawful bases

Why we use it	Data used	Lawful basis
To create your account, sign you in and provide the Service, including generating, storing and delivering your content.	Account, your content, usage, connected accounts	Performance of our contract with you
To take payment, manage subscriptions and renewals, add what you bought to your account, and handle cancellations and refunds.	Account, billing, usage	Performance of our contract with you; legal obligation (tax and accounting records)
To prevent, detect and investigate fraud, unauthorised payments and abuse of the Service, and to respond to payment disputes and chargebacks (see section 4).	Account, billing, usage, device and log data, communications	Legitimate interests (protecting our business and customers against fraud and wrongly reversed payments); establishing and defending legal claims
To give support and reply to you.	Account, billing, usage, communications	Performance of our contract; legitimate interests (running a support service)
To keep the Service secure and working: rate limiting, error monitoring, debugging.	Device and log data, usage	Legitimate interests (a secure, reliable service)
To understand how the Service is used and improve it, including through analytics and session recordings.	Usage, device and log data	Legitimate interests (improving the Service); consent where the law requires it for cookies
To measure our advertising and affiliate programme: which adverts and referrals lead to sign-ups and purchases.	Device and log data, referral data, purchase events	Consent where the law requires it for cookies; otherwise legitimate interests (measuring marketing)
To show AI Studio generations in the public Discover feed (see section 6).	Your content (AI Studio output, prompts, reference images), shown without your name	Legitimate interests (showing what the Service can do); you can opt out
To send service messages: sign-in codes, a welcome email, and notices about your account, prices or these documents.	Account	Performance of our contract; legal obligation
To comply with the law and enforce our Terms.	Any of the above, as needed	Legal obligation; legitimate interests

3.1 Where we rely on legitimate interests, we have weighed them against your interests and rights. You can object at any time (section 11). Where we rely on consent, you can withdraw it at any time.

3.2 **Automated checks.** To protect against fraud we run automated checks that can suspend an account without a person reviewing it first: when a payment is disputed with a card issuer, and when a first purchase matches a pattern strongly associated with stolen cards (for example, a large purchase minutes after sign-up). If your account is suspended you can ask for a person to review the decision by opening a ticket in our Discord server or emailing support@clippie.ai.

3.3 We do not use your content to train AI models of our own.

4. Payments, fraud prevention and payment disputes

4.1 Payments are taken by Whop on its own checkout page. Whop collects your card or other payment details under its own privacy policy. We receive confirmation of the payment, including the billing email, card brand and last four digits, but never the full card number.

4.2 For each account we keep a record of when it was created, the checkouts and payments linked to it, what each payment added to the account, and what was generated, exported and downloaded, with dates and times. When you accept our terms at sign-up and each time you start a checkout, we record the version accepted, the date and time, and the IP address and browser used. Our analytics tools also record the IP addresses, browsers and devices used.

4.3 **If a payment is disputed.** If you or your card issuer dispute a payment, or we suspect a payment was fraudulent, we use these records to investigate, and we share the relevant ones with Whop, the card network and the card issuer to show whether the purchase was authorised, delivered and used. This can include your name and email, the billing email, account creation and sign-in history, IP addresses and device information, a log of what was delivered and used, the terms you accepted, and messages between you and us.

4.4 We do this because we have a legitimate interest in preventing fraud and in not losing payment for a service that was supplied, and because it is necessary to establish and defend legal claims.

5. AI processing of your content

5.1 To produce what you ask for, we send the necessary parts of your content to third-party AI providers: for example, your prompt and reference images to an image or video model, your script to a voice provider, or your audio to a transcription provider. The providers are listed in section 8.

5.2 Those providers process the content to return a result to us and handle it under their own terms and privacy policies. Do not put personal data, yours or anyone else's, into prompts or uploads unless it is needed for what you are making.

6. The AI Studio public feed and file links

6.1 **Public Discover feed.** By default, images and videos you generate in AI Studio may be shown in the Discover feed, which anyone can view, including people who are not signed in. The feed shows the output, the prompt, the model and settings used, and any reference images you supplied. It does not show your name, email or account identifier.

6.2 To opt out, email support@clippie.ai. The opt-out applies to generations made after we action it, and on request we will also remove earlier items from the feed.

6.3 **File links.** Uploaded and generated files are stored on a content delivery network. The links are long and not listed anywhere, but anyone who has a file's link can open it without signing in. Do not share a link to a file you want to keep private.

7. Cookies and similar technologies

7.1 We and the providers below use cookies, local storage, pixels and similar technologies on the website and in the app.

Technology	Provider	What it does
Session cookie and local storage	Clippie	Keeps you signed in and remembers basic state such as the email you signed in with. Strictly necessary.

Technology	Provider	What it does
PostHog	PostHog (EU)	Product analytics, error reports and session recordings with typed input masked. Linked to your account once you sign in.
Google Analytics and Google Tag Manager	Google	Measures visits to and use of the website.
Microsoft Clarity	Microsoft	Heatmaps and session recordings showing how pages are used.
Meta Pixel	Meta	Measures advertising on Facebook and Instagram: page views, sign-ups and purchases, including purchase value.
Google Ads conversion tag	Google	Measures advertising on Google: purchases, including value.
Tolt and TrackDesk	Tolt; TrackDesk	Records that you arrived through an affiliate link so that the affiliate can be credited.

7.2 You can block or delete cookies in your browser settings; if you block the session cookie you will not be able to stay signed in. You can also opt out of Google Analytics with Google's browser add-on (https://tools.google.com/dlpage/gaoptout), and manage advertising preferences in your Meta and Google account settings.

8. Who we share personal data with

8.1 We do not sell personal data. We share it only with the providers that help us run the Service, each for the purpose shown:

Who	What they do for us
Whop	Hosts checkout, takes payments, manages subscriptions, and handles refunds and disputes. Receives your Clippie account identifier and email, and collects your payment details directly.
Vercel, Render, Neon	Host the website, the application servers and job queues, and the database.
Cloudflare	Stores and delivers your uploaded and generated files.
Amazon Web Services, Modal	Render and process video.
AI model providers: OpenAI, Microsoft (Azure OpenAI), Google (Gemini, Imagen, Veo), BytePlus (Seedance), Replicate, fal.ai, DeepSeek, and any gateway that routes requests to them	Generate text, images and video. They receive the prompts, scripts and reference media needed for the generation you ask for.
ElevenLabs	Generates voiceovers from your script text and supplies voices.
AssemblyAI, Deepgram	Transcribe audio to create subtitles.
Resend	Sends sign-in codes and service emails.
PostHog, Google, Microsoft, Meta	Analytics, session recording and advertising measurement, as described in section 7.
Tolt, TrackDesk	Affiliate tracking.

Who	What they do for us
Discord	Hosts our support server. Our team also receives internal notifications there about payments, cancellations, feedback and support actions, which can include your email and account identifier.
UI Avatars	Generates the default profile picture for accounts created by email, from the email address.

8.2 We also share personal data:

(a) with Whop, card networks, card issuers and banks to process payments and to respond to payment disputes, as described in section 4;

(b) with a social platform, when you connect your account and ask us to act on it;

(c) with our professional advisers, insurers and auditors where needed;

(d) with courts, regulators and law enforcement where the law requires it or where it is necessary to establish, exercise or defend legal claims; and

(e) with a buyer or successor if our business, or part of it, is sold or reorganised, on terms that keep this policy in force for your data.

9. International transfers

9.1 We are based in the United Kingdom, but most of the providers in section 8 are based in the United States, so your data is processed there. Analytics data held by PostHog is stored in the European Union. Video rendering on Amazon Web Services runs in Germany and the United States. BytePlus processes generation requests in Singapore, and DeepSeek, used for some text features, processes requests in China.

9.2 When we transfer personal data outside the UK we rely on UK adequacy regulations where they cover the destination, and otherwise on appropriate safeguards such as the International Data Transfer Agreement or Addendum approved by the UK Information Commissioner, or on another ground the law allows. You can ask us for more detail at support@clippie.ai.

10. How long we keep personal data

10.1 **Account, content and usage data** are kept while your account is open. You can delete individual uploads in the Service. Deleting a project removes it from your account; the files behind it can stay in storage until we remove them, which we will do on request.

10.2 **Deleting your account.** Email support@clippie.ai from the address on your account. We will delete the account and the personal data linked to it within 30 days, except for what we need to keep under 10.3 and 10.4.

10.3 **Billing and transaction records**, including the records of delivery and use that support them, are kept for six years after the transaction, to meet tax and accounting rules and to deal with disputes and legal claims.

10.4 If an account was suspended for fraud, abuse or a disputed payment, we keep enough information to recognise it and prevent a repeat, for as long as that risk remains.

10.5 **Analytics and log data** are kept for the periods set in the relevant tool, generally up to a few years, and security rate-limit records for no more than a day or so.

11. Your rights

11.1 Under data protection law you have the right to:

(a) be told how we use your data, which is the purpose of this policy;

(b) ask for a copy of the personal data we hold about you;

(c) ask us to correct data that is wrong or incomplete;

(d) ask us to delete your data, where we have no good reason to keep it;

(e) ask us to restrict how we use your data in some circumstances;

(f) object to our using your data on the basis of legitimate interests, and to any direct marketing;

(g) receive data you gave us in a portable format, where we process it by automated means on the basis of contract or consent;

(h) withdraw consent at any time, where we rely on it; and

(i) ask for a person to review a decision made about you by automated means alone that has a significant effect on you.

11.2 To use any of these rights, email support@clippie.ai from the address on your account. We may need to confirm your identity. We reply within one month; it is free unless a request is clearly unfounded or excessive.

11.3 These rights have limits. For example, we can keep records we need for tax, to prevent fraud or to defend a payment dispute or legal claim even if you ask us to delete them.

11.4 **Complaints.** Please contact us first so that we can try to put things right. You also have the right to complain to the UK Information Commissioner's Office (https://ico.org.uk, 0303 123 1113) or, if you live in the European Economic Area, to your local data protection authority.

12. Security

12.1 We use technical and organisational measures to protect personal data, including encrypted connections, sign-in by Google or one-time email code instead of stored passwords, access controls for our staff, and rate limiting and abuse detection.

12.2 No online service can be completely secure. Keep your email account and devices secure, and tell us straight away if you think someone else has accessed your Clippie account.

13. Children

13.1 The Service is not for children under 13 and we do not knowingly collect their personal data. Anyone under 18 needs the permission of a parent or guardian, as our Terms of Service explain. If you believe a child under 13 has given us personal data, email support@clippie.ai and we will delete it.

14. Connected social accounts

14.1 If you connect a YouTube, TikTok or Instagram account, we receive and store the account or channel identifier and name, the permissions you granted and the access tokens, and use them only to carry out what you ask, such as publishing a video to that account.

14.2 You can disconnect an account in the Service at any time, which deletes the stored tokens. You can also withdraw our access from the platform's own settings; for Google and YouTube, at https://myaccount.google.com/permissions.

14.3 Features that connect to YouTube use YouTube API Services. By using them you are also subject to the Google Privacy Policy (https://policies.google.com/privacy).

15. Emails from us

15.1 We send sign-in codes, a welcome message, and notices about your account, billing, prices and changes to our terms. These are service messages, not marketing.

15.2 If we send marketing emails, each one will include a way to unsubscribe, and you can also ask us at any time to stop.

16. Residents of the United States

16.1 We do not sell personal information for money. Our use of advertising and analytics tools (section 7) may count as “sharing” or “targeted advertising” under some US state laws. Depending on where you live, you may have rights to know, delete, correct and opt out; email support@clippie.ai to use them. We will not treat you differently for doing so.

17. Changes to this policy

17.1 We may update this policy. The current version, with its version number and effective date, is always at https://clippie.ai/privacy-policy. If a change is significant we will tell you by email or in the Service before it takes effect.