Privacy – GDPR

Who is responsible?

Your first privacy contact is beGLOSS GmbH, Nördliche Münchener Str. 27a, 82031 Grünwald, Germany, orders@begloss.com. Depending on the production, yovondo.com Online Distribution GmbH (STYLEPLANET), Lindwurmstraße 54–56, 80337 Munich, orders@styleplanet.com, and Andreas Neichel (andy.noren, contact through beGLOSS) may also be controllers. Before collection, we tell you who actually controls your data, whether they act jointly and whether a data protection officer is responsible. Guest creators provide notices for their own processing.

What data do we use, and why?

We use contact, contract and age-verification data, photos, videos and agreed audio to organise production, select and deliver images and carry out agreed advertising. Necessary contract data are processed under GDPR Article 6(1)(b), legal obligations under (c), and evidence or legal defence under (f) after balancing legitimate interests. Where consent is required, we request it separately under (a) and Article 9 if applicable. Advertising requires a valid, disclosed legal basis. Names and profile tags are optional. We check age using photo ID without recording its number; copies only where legally necessary, protected separately and never sent to AI services. We do not infer sensitive characteristics from clothing.

Where do we store and edit your recordings?

We store recordings on our own server and NAS systems. Your personal online gallery is access-controlled and transmission is encrypted. We use professional photo and video editing software, including AI-assisted tools. We protect data with appropriate technical and organisational measures.

Who receives your data?

Depending on the project, necessary data may be received by participating companies, authorised dealers, designers under section 6, IT, hosting, gallery and editing providers (including AI providers), social media platforms and, where needed, authorities and advisers. We tell you the relevant recipients or categories and legal bases before processing.

Processing abroad

International productions and digital services may involve processing outside the EU or Québec. Before transfer, we disclose relevant countries, legal grounds and safeguards, including an adequacy decision or appropriate safeguards under GDPR Articles 44 onward and how to obtain them. We conclude required processor agreements. Where Québec law applies, we assess privacy impacts before transfers outside Québec and conclude the required written agreement. No transfer takes place without the necessary basis and safeguards.

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How long do we keep data?

We may keep original recordings long-term for agreed use, archiving and legal evidence while a lawful purpose and basis remain. We review necessity regularly and delete data no longer needed, subject to existing claims and statutory retention duties. Contracts are retained for lawful use and applicable retention and limitation periods. ID copies are deleted once their purpose is fulfilled unless another basis applies. Permanent availability or recovery of individual files is not guaranteed.

Your choices and rights

Where required, consent is requested separately, voluntarily and for specific purposes, never preselected. Québec law and PIPEDA requirements apply where relevant, including express consent for sensitive data where required. You may withdraw consent for the future; earlier lawful processing remains lawful. Depending on applicable law, you have rights of access, correction, erasure, restriction, portability, objection and complaint. You can object to direct marketing at any time, and to legitimate-interest processing on grounds relating to your situation. We do not charge replacement production costs for exercising rights. There are no solely automated decisions under GDPR Article 22. Necessary contract and age data are required for participation; optional information remains optional.

Questions or complaints?

Contact orders@begloss.com. Supervisory authorities include BayLDA (https://www.lda.bayern.de), and where applicable the Commission d’accès à l’information du Québec (https://www.cai.gouv.qc.ca) or Office of the Privacy Commissioner of Canada (https://www.priv.gc.ca). More information: https://www.begloss.com/pages/datenschutzerklarung. You receive required project-specific information and separate consent requests before processing. Send completed releases securely and privately, never through public Shopify files.