

OLYA

Privacy Policy

Effective date: 27 May 2026

1. Introduction

OLYA TECH LTD ("we", "our", "us") is a company registered in Malta. We operate the OLYA platform — an AI-powered content creation and social media automation service (the "Service").

This Privacy Policy explains how we collect, use, store, and share your personal data when you visit our website or use our Service. It applies to all users of the Service and visitors to our landing page.

We are the data controller for personal data we collect about you directly. Where we process personal data you upload as part of your content workflows, we act as a data processor on your behalf.

This Policy is issued in accordance with Regulation (EU) 2016/679 (the General Data Protection Regulation, "GDPR") and the applicable data protection laws of Malta.

2. Personal Data We Collect

2.1 Data You Provide Directly

Account and registration data: your name, email address, company name, and password when you register.

Billing data: payment method details (processed by our payment provider), billing address, and transaction history.

Communications: messages you send us via email or support channels.

Profile and preferences: brand voice settings, tone preferences, content pillars, persona configurations, and other settings.

2.2 Data Generated Through Your Use of the Service

Content data: images, captions, social posts, and other content you create, import, or publish through the Service.

Usage data: pages visited, features used, actions taken, session duration, and interaction logs.

Device and technical data: IP address, browser type and version, operating system, device identifiers, and time zone.

Log data: error reports, timestamps, and system activity records.

2.3 Data From Third Parties

Social media platforms: when you connect a social media account, we receive access tokens and, where authorised by you, performance data.

Payment processors: confirmation of payment status and transaction reference numbers.

3. How We Use Your Personal Data

Contract performance (Art. 6(1)(b) GDPR): to create and manage your Account, provide the Service, process payments, and send transactional communications.

Legitimate interests (Art. 6(1)(f) GDPR): to improve and develop the Service, monitor security, detect fraud, and send relevant product updates.

Legal obligation (Art. 6(1)(c) GDPR): to comply with applicable laws, tax obligations, and regulatory requirements.

Consent (Art. 6(1)(a) GDPR): to send marketing communications and to set non-essential cookies.

4. How We Share Your Personal Data

We do not sell your personal data. We share personal data only in the following circumstances:

4.1 Service Providers (Data Processors)

Cloud hosting, payment processors, email delivery, analytics, and AI model API providers. All processors are bound by data processing agreements.

4.2 Social Media Platforms

When you authorise the Service to publish content, we transmit content to that platform on your behalf.

4.3 Legal Requirements

We may disclose personal data if required to do so by law, court order, or in response to lawful requests from governmental authorities.

4.4 Business Transfers

In the event of a merger, acquisition, or sale of assets, personal data may be transferred. We will notify you before your data becomes subject to a different privacy policy.

5. International Data Transfers

Your personal data is stored primarily within the European Economic Area (EEA). Where we use service providers located outside the EEA, we ensure appropriate safeguards are in place, such as Standard Contractual Clauses or adequacy decisions.

6. Data Retention

Account data is retained for the duration of your subscription and deleted within 90 days of account closure. Billing and financial records are retained for 7 years. Usage and log data is retained for up to 24 months.

7. Cookies and Tracking Technologies

We use strictly necessary cookies (no consent required), analytics cookies (with your consent), and marketing cookies (with your consent). You can manage your cookie preferences through the cookie banner on our website.

Bot protection (Cloudflare Turnstile)

We use Cloudflare Turnstile, an invisible bot-detection service provided by Cloudflare, Inc. Turnstile processes certain technical data (such as browser characteristics and interaction signals) to distinguish human visitors from automated bots. No visible CAPTCHA is shown. Turnstile's use of personal data is governed by Cloudflare's Turnstile Privacy Addendum, available at <https://www.cloudflare.com/en-gb/turnstile-privacy-policy/>. By using our website you acknowledge this processing.

8. Your Data Protection Rights

Under GDPR you have the right of access (Art. 15), rectification (Art. 16), erasure (Art. 17), restriction (Art. 18), data portability (Art. 20), objection (Art. 21), and to withdraw consent.

To exercise any of these rights, please contact us at privacy@olya.tech. We will respond within one month. You also have the right to lodge a complaint with the Information and Data Protection Commissioner (idpc.org.mt).

9. Security

We implement appropriate technical and organisational measures to protect your personal data, including encryption in transit and at rest, access controls, and regular security assessments.

10. Children's Privacy

The Service is not directed at individuals under the age of 18. If you become aware that a child has provided us with personal data without parental consent, please contact us at privacy@olya.tech.

11. Third-Party Links

The Service may contain links to third-party websites or services. This Privacy Policy does not apply to those third parties.

12. Changes to This Policy

We may update this Privacy Policy from time to time. We will notify you of material changes by email or through the Service at least 14 days before they take effect.

13. Contact and Data Controller Details

Data Controller: OLYA TECH LTD · Registered in Malta · privacy@olya.tech

We aim to respond to all privacy enquiries within 72 hours and to resolve all substantive requests within one month.