IDX Product Designer — Privacy Policy

Last updated: November 16, 2026

At a glance

- **We are the shop's host.** When you design a product on a shop's website, the shop decides how your data is used. We process it only to run the designer for that shop.
- **We keep things for a short time.** Designs never ordered: 14 days. Proof records: 7 days. AI images: 24 hours. Ordered designs: copied to the shop's own site, and our copy is deleted 90 days after the order.
- **No selling, no ads, no tracking.** The designer loads nothing from Google or any other outside company in your browser.
- **Camera and location data are removed** from JPEG photos before a design is stored.
- **Shop customers: contact the shop first.** We help the shop answer you.

1. Who this policy covers

This policy explains how **IDX Texas LLC**, doing business as TEAM IDX ("we"), PO Box 02, Flint, Texas 75762, handles personal data in the IDX Product Designer. It covers:

- **Shop owners** who subscribe to the Service (businesses in the United States).
- **Shop customers** who use the designer on a shop's website.
- **Visitors to our demo shop** at demo.teamidx.com.

2. Our role

Data	Who decides how it is used (controller)	Our role
Shop account and billing data	TEAM IDX	Controller
Shop customers' designs, photos, AI prompts and proof emails	The shop	Processor (service provider) for the shop
Designs made in our demo shop	TEAM IDX	Controller

If you are a shop customer, the shop you are buying from is responsible for your data. Read that shop's privacy policy. We process your data only to run the designer for the shop. We do not monitor or review what customers design.

3. What we collect, why, and how long we keep it

These periods are what the software does automatically as of Nov 16, 2026.

Data	Why we use it	How long we keep it
Designs never ordered (layout, text, placed pictures)	To let a customer build and preview a design	**14 days**, then deleted
Files while designing (photos uploaded before a design is saved, the designer session)	To show them in the designer	**2 days** after the session was last used
Ordered designs (design file, preview, production files, the photos in them)	To make the shop's order files	Copied to the shop's own website when the order is placed. **Our copy is deleted 90 days after the order**, once the shop's copy is confirmed
Uploaded photos	To place them in a design	Same as the design they belong to. **Camera and location (EXIF/GPS) data are removed from JPEG photos when the design is saved**, before it is stored
AI images	To show AI-generated images in the designer	**24 hours**, unless the customer puts one in a design (then it follows that design)
AI prompts	To create the image (sent to xAI)	We do **not** keep the words. See the AI activity record below
AI activity records	Billing questions, payment disputes, misuse	**120 days** (see the bold clause below)

Data	Why we use it	How long we keep it
Proof records and proof emails (the design picture, the email address entered, approval or change request)	To send a proof and record the answer	**7 days**; the proof link stops working after 7 days
Shop setups (product setups, product photos, the shop's logo and colors)	To run the designer for the shop	While the subscription lasts; **deleted 7 days after it ends**
Server logs (IP address, browser type, time, page)	Security and fixing problems	**14 days**
Rate-limit counters (may include an IP address)	To stop abuse	**1 day**
Emails we send shops (receipts, notices)	Account and billing	**90 days**
Shop account data (business name, contact name, email, billing state and ZIP, website)	To run the account and contact the shop	While the account is open, then **deleted 90 days after it closes**
Shop billing records (plan, payments, sales tax)	Billing, tax and accounting law	**7 years, as tax law requires**
Demo shop designs (demo.teamidx.com)	To let visitors try the designer	**24 hours**; the demo sends no emails and takes no payment

AI Activity Records. We keep a record of each AI image request for 120 days, then delete it automatically. The record shows which shop made the request, when, how many images were made, and what they cost us, with a one-way scrambled code (a "hash") of the prompt. It does not contain the words of the prompt or the images themselves. We use these records only to answer account and billing questions, to respond to payment disputes, and to detect misuse.

What we do not collect: shop customers' names or ages (unless a customer types them into a design or a proof email). We do not know who a shop's customers are. Card numbers are handled by Square and never stored by us.

4. Cookies and browser storage

- The designer sets **no cookies**. It uses a signed session code in the page address, valid for 2 hours.
- It stores a few small settings in your browser (for example, whether you have seen the "How to use the builder" tips). These never leave your device and are not used for tracking.
- **No advertising or analytics.** The designer, proof pages and proof emails load nothing from Google or any other outside company. Fonts come from our own server.
- The shop's own website may use its own cookies. Its privacy policy covers them. The demo shop uses only the cookies WooCommerce needs for a cart.

5. We do not sell or share data for ads

- We **do not sell** personal data.
- We **do not share** personal data for cross-context behavioral advertising.
- We **do not** use customer designs or prompts to train AI models.

6. Who we share data with (sub-processors)

Provider	What they do	Data involved	Location
Hostinger	Hosts our server and its storage	All Service data	United States (Boston)
Hostinger email (sender licensing@hub.teamidx.com)	Sends proof emails and account emails	Email address, proof link, message text	**United States**
xAI	Creates AI images (Plus and Studio)	The prompt and any picture the customer asks it to change	United States
Square	Processes subscription payments	Shop billing and card data	United States

Square processes payments under its own terms and privacy policy and may act as its own controller for payment data.

We may also share data if the law, a court order or a valid legal request requires it; to protect the rights, safety or security of users, the public or TEAM IDX; or with a buyer or successor if our business is sold, under this policy.

7. How we protect data

- HTTPS for all data in transit.
- Only the owner has access to the server.
- Uploaded files are checked before they are stored, and JPEG camera and location data are removed.
- Short retention and automatic deletion (Section 3).
- AI prompts are kept only as a hash. Proof links expire after 7 days.
- Off-server backup copies are encrypted (AES-256). The server disk itself is not encrypted; our main protection for stored data is keeping it only briefly (Section 3).

No system is perfectly secure, and we cannot guarantee security.

8. Backups

We take a backup of the server every day. Backups include designs, photos and proof records:

- server backups: kept **14 days**,
- locked copies on the server: **3 days**,
- encrypted copies on the owner's computer: **30 days**,
- our host's own daily server backup **(Hostinger, stored apart from the server in the United States): only the latest one is kept, each day's replacing the one before; a manual snapshot, if one is made, expires after about a day**.

Data deleted under Section 3 can remain in a backup until that backup rolls off, at most **30 days**. Backups are used only to restore the Service.

9. Data breaches

If we learn of a breach affecting personal data, we will contain it and find out what happened, and notify affected shops **without undue delay**, within **72** hours of confirming it. We will help shops notify their customers and regulators where the law requires. For shop account data, we notify affected people and regulators ourselves as the law requires.

10. Your choices and rights

Shop customers

1. **Contact the shop first.** The shop controls your data and handles requests to see, correct or delete it.
2. If you cannot reach the shop, email helpus@teamidx.com with the shop's name and details that help us find the data (for example, the order number or the proof email).
3. We pass your request to the shop and help it respond. Where we can identify your data, we delete it on request. Most data is deleted automatically within the periods in Section 3.

Shop owners: email helpus@teamidx.com to see, correct, export or delete your account data. We respond within **45 days, or sooner if the law requires**.

U.S. state privacy rights. Depending on where you live, state laws may give you rights to know what personal data is collected and how it is used; to access, correct or delete it; to get a copy; to opt out of sale, targeted advertising and certain profiling (we do none of these); and to appeal a decision. We will not treat you differently for using these rights. We may need to verify your identity, and you may use an authorized agent where the law allows.

11. Children's privacy

- The designer is a general product tool. TEAM IDX does not direct it to children.
- We do not collect names or ages, and we do not know who a shop's customers are.
- A shop may offer the designer on products for children. Then **the shop is solely responsible** for COPPA and other children's privacy laws, including verifiable parental consent before a child under 13 provides personal information. Shops can switch off photo uploads and AI images on any product, and must do so on children's products unless they handle consent.

- If you believe a child's personal information is in the Service, email helpus@teamidx.com and we will delete it.

12. Changes to this policy

We may update this policy. We post the new version with a new "Last updated" date, and for material changes we email shop owners at least **30** days in advance where possible.

13. Contact

TEAM IDX (IDX Texas LLC), attention Tone Griffey PO Box 02, Flint, Texas 75762 Email: helpus@teamidx.com · Web: www.teamidx.com

Suggested clause for shops' own privacy policies

Shops can copy this into their privacy policy. Each shop should have its own lawyer check it.

Product designer. When you design a product on our site, we use the IDX Product Designer, a service provided by TEAM IDX. TEAM IDX hosts the designer and processes your designs, uploaded photos, AI image prompts and proof emails for us, only so we can make your product. TEAM IDX does not sell your information or use it for advertising.

- **Photos:** camera and location (GPS) data are removed from JPEG photos when your design is saved.
- **AI images:** if you use the AI image feature, your description is sent to xAI to create the image. AI images are kept for 24 hours unless you use them in your design. The words of your description are not kept.
- **How long designs are kept:** designs you do not order are deleted after 14 days. Designs you order are saved with your order on our site, and TEAM IDX deletes its copy 90 days after the order. Proof emails and proof links are deleted after 7 days.
- **Your requests:** to see, correct or delete your design data, contact us at **[SHOP CONTACT EMAIL]**. We will work with TEAM IDX to handle your request.
- **Children: [Shop: describe your own policy. If your products are for children under 13, explain how you get parental consent before a child uploads photos, names or other personal information.]**