

ShootCleaner Technical & Privacy Summary

How files, AI providers, credentials and optional connected services are handled

Design principle: Keep the photographic workflow local where practical, and make connected processing optional and explicit.

Local desktop architecture

- **Original files remain in the photographer's own storage.** ShootCleaner reads local RAW/JPEG files from the folders selected by the user rather than requiring a central cloud library.
- **The application is installed on the user's computer.** Windows and macOS builds run as desktop software rather than as a browser-only SaaS product.
- **Workflow data stays attached to the shoot.** Ratings, labels, captions and metadata can be written into exported files so the archive is not dependent on ShootCleaner remaining installed.

AI providers and API credentials

Control	Approach
Provider choice	The user can choose OpenAI or Google Gemini for supported AI-assisted analysis.
API ownership	The photographer uses their own provider account and API key; AI usage is billed by the provider directly.
Key storage	API keys are stored encrypted in the operating system keychain and are not held on ShootCleaner servers.
AI control	AI-assisted features are optional. Recommendations are visible and can be accepted, rejected or overridden by the photographer.

What may leave the computer

Connected features operate only when the user chooses to invoke them. For AI-assisted analysis, ShootCleaner uses reduced image derivatives rather than full-resolution originals; outbound AI copies are limited in size (typically up to 1024 px), and EXIF/GPS metadata plus the original filename are removed before transmission. Other optional services receive only the derivatives or context required for the feature the photographer has chosen.

Optional connection	Data purpose
OpenAI / Gemini	Reduced image derivatives (typically up to 1024 px) plus the prompt/context required for the requested AI analysis. EXIF/GPS metadata and the original filename are removed before transmission. Provider terms govern processing inside the user's own provider account.

Optional connection	Data purpose
PixelSeal (optional)	Selected JPEG derivatives may be sent for optional identity sealing and registry functions.
Case-study generation	Image derivatives and relevant EXIF/context may be used to create evidence-grounded copy when the user requests this feature.
WordPress publishing	Only images and generated content selected by the user are sent to the configured publishing destination.
TogNinja connection	Client, album and session context can be exchanged when the user connects the two products.
Licence validation	Licence key and a device identifier are used to validate the installed licence.
Updates / analytics	Installed-version checks and anonymous usage events may be used to support updates and product operation.

Data minimisation and photographer control

- Connected processing is feature-driven rather than a requirement for storing the photographer's entire library in the cloud.
- The photographer chooses the external AI provider and can revoke or replace their provider API key at any time.
- ShootCleaner is designed so recommendations can be inspected before they affect the photographer's selection or delivery workflow.
- Original RAW files remain under the photographer's own file-management and backup practices.

Security and privacy responsibility

Photographers remain responsible for selecting providers, obtaining any client permissions required for their work, and configuring third-party services in line with their own privacy obligations. Provider-specific terms and data-processing policies apply whenever an external service is used.

Important: This document is a plain-language technical summary, not a legal opinion, certification, or data-processing agreement.