

Privacy Policy

Last updated: May 26, 2026

This Privacy Policy explains how Trafium collects, uses, stores, shares, and protects personal data and other information when you access or use <https://trafium.ai>, including our website, dashboard, AI generation tools, WordPress-related tools, plugins, publishing integrations, APIs, payment features, and related services.

Trafium is operated by TRAFIUM LIMITED LIABILITY COMPANY, a company registered in the Republic of Armenia (“Trafium”, “TRAFIUM LLC”, “we”, “us”, or “our”).

By using Trafium, you acknowledge that your information will be processed as described in this Privacy Policy.

1. Scope of This Privacy Policy

This Privacy Policy applies when you:

- visit trafium.ai;
- create or use a Trafium account;
- add funds to your account balance;
- purchase or generate AI websites, articles, SEO content, or other digital materials;
- submit prompts, keywords, URLs, website data, or instructions;
- connect WordPress, CMS, hosting, domain, API, or publishing integrations;
- install or use a Trafium plugin;
- make payments through Lemon Squeezy, CryptoCloud, or another supported payment provider;
- contact support;
- interact with our emails, dashboards, payment pages, checkout pages, or tools.

This Privacy Policy does not apply to third-party websites, third-party services, AI providers, hosting providers, payment providers, merchant-of-record providers, WordPress, plugins, or integrations that are not controlled by Trafium.

2. Information We Collect

We may collect the following types of information.

2.1 Account Information

When you create or use an account, we may collect:

- email address;
- username or account name;
- password or authentication data;
- company name, if provided;
- billing details, if provided;

support messages;
account settings;
language and interface preferences;
login history;
security and authentication events.

2.2 Payment, Checkout, and Balance Information

When you add funds to your Trafium balance, complete checkout, or purchase digital services, we may collect or receive:

payment amount;
selected currency;
payment method;
transaction status;
payment provider metadata;
checkout session data;
order ID;
customer ID;
invoice or receipt data;
crypto payment invoice information;
blockchain transaction metadata;
payment confirmation status;
account balance activity;
purchase history;
refund status;
chargeback or dispute status;
billing country or approximate location;
tax or company details, if provided;
VAT, GST, sales tax, or similar tax-related data where applicable.

Trafium does not store private wallet keys, crypto seed phrases, or full payment card details.

Payments may be processed by third-party providers, including Lemon Squeezy, CryptoCloud, or other supported payment providers. These providers may process your payment, customer, order, tax, invoice, refund, dispute, and fraud-prevention data according to their own terms and privacy policies.

2.3 User Input

When you use Trafium, you may submit information such as:

prompts;
keywords;
semantic keyword data;
URLs;
website topics;
business descriptions;

article topics;
SEO instructions;
content briefs;
uploaded materials;
brand details;
product or service descriptions;
target audience information;
language preferences;
website structure preferences;
publishing instructions;
CMS or WordPress configuration data.

This information is used to generate websites, articles, SEO structures, metadata, content plans, and related digital outputs.

2.4 Generated Output

Trafium may generate and store:

AI-generated websites;
website structures;
landing pages;
articles;
SEO content;
keyword clusters;
metadata;
titles and descriptions;
content drafts;
WordPress-ready content;
HTML or other export formats;
publishing logs;
automation results;
content checks;
project history.

2.5 Integration and Plugin Data

If you connect WordPress, CMS, hosting, domain, API, or other third-party integrations, we may process:

website URL;
CMS or WordPress connection data;
API tokens or access credentials;
plugin configuration;
publishing settings;
site structure data;
post or page status;
content publishing logs;

integration errors;
automation logs;
technical metadata required to publish, update, or manage content.

You are responsible for ensuring that you are authorized to connect and use any website, CMS, hosting account, domain, API, or third-party platform with Trafium.

2.6 Technical and Usage Data

We may automatically collect:

IP address;
browser type;
device type;
operating system;
referring URLs;
pages visited;
session duration;
feature usage;
clicks and interactions;
error logs;
API request logs;
security logs;
performance data;
approximate location derived from IP address;
cookies and similar identifiers.

2.7 Support and Communications

If you contact us, we may collect:

your email address;
message content;
attachments you provide;
support history;
technical details related to your request;
our replies and resolution notes.

3. How We Use Information

We use information to:

provide, operate, and maintain Trafium;
create and manage user accounts;
process balance top-ups and purchases;
process checkout sessions;
confirm payments and orders;
credit account balance;

generate AI websites, articles, SEO content, and related digital outputs;
process prompts, keywords, URLs, and instructions;
publish or transfer content through WordPress, CMS, plugins, APIs, or integrations;
provide support and troubleshooting;
detect and prevent spam, abuse, fraud, phishing, malware, unauthorized access, and security incidents;
enforce our Terms of Service and Acceptable Use Policy;
monitor service performance and reliability;
improve AI workflows, orchestration, checks, and user experience;
send service-related messages;
process refunds, payment errors, chargebacks, and disputes;
comply with legal, tax, sanctions, AML, accounting, and regulatory obligations;
protect Trafium, users, third-party providers, payment providers, and the public.

4. AI Processing

Trafium uses artificial intelligence and automated systems to generate, analyze, transform, and organize content.

Your prompts, keywords, URLs, content, instructions, and other input may be processed by AI systems or third-party AI providers to provide the Service.

AI processing may be used for:

website generation;
article generation;
semantic keyword clustering;
SEO content generation;
metadata generation;
content checks;
content improvement;
automation workflows;
format conversion;
publishing preparation.

You should not submit sensitive personal data, confidential third-party information, health data, financial account data, government identifiers, passwords, private keys, or other highly sensitive information unless it is strictly necessary and you have the right to do so.

5. Payment Provider Processing

Trafium may use payment providers, merchant-of-record providers, crypto payment providers, fraud-prevention providers, and tax-handling providers to process payments and related transactions.

These providers may process information such as:

customer email;

billing details;
payment method information;
checkout data;
order data;
invoice and receipt data;
tax data;
refund data;
chargeback or dispute data;
fraud-prevention data;
transaction metadata.

If payment is processed by Lemon Squeezy, Lemon Squeezy may process customer, order, checkout, payment, tax, refund, fraud-prevention, and chargeback-related information according to its own terms and privacy policies.

If payment is processed by CryptoCloud or another crypto payment provider, that provider may process crypto payment invoice data, transaction metadata, wallet-related information, confirmation status, and related payment information according to its own terms and privacy policies.

6. Legal Bases for Processing

Where applicable data protection laws require a legal basis, we process personal data based on one or more of the following:

performance of a contract, when processing is necessary to provide the Service;
legitimate interests, such as security, fraud prevention, service improvement, support, analytics, and business operations;
consent, where required for cookies, marketing, or optional features;
legal obligations, such as tax, accounting, sanctions, compliance, payment, AML, and regulatory requirements;
protection of rights and safety, where processing is necessary to protect Trafium, users, third parties, payment providers, or the public.

7. Sharing of Information

We may share information with trusted third parties only as necessary to provide, secure, improve, or operate Trafium.

These may include:

AI API providers;
cloud hosting providers;
database and infrastructure providers;
payment providers;
merchant-of-record providers, including Lemon Squeezy;
crypto payment providers, including CryptoCloud;
fraud-prevention and risk providers;

tax calculation or tax compliance providers;
analytics providers;
email and communication providers;
security and fraud prevention providers;
logging and monitoring tools;
WordPress, CMS, plugin, hosting, domain, and publishing integration providers;
professional advisers, such as accountants, lawyers, and compliance consultants;
government authorities, regulators, courts, or law enforcement where legally required.

We do not sell personal data in the ordinary meaning of selling data for money.

8. Third-Party Services

Trafium may integrate with third-party services, including WordPress, CMS platforms, hosting providers, domains, APIs, AI providers, analytics services, Lemon Squeezy, CryptoCloud, and other payment providers.

Your use of third-party services may be subject to their own terms and privacy policies.

Trafium is not responsible for the privacy practices, security, data handling, or policies of third-party services that we do not control.

9. Crypto Payments and Blockchain Data

If you use crypto payments, payment information may be processed by a crypto payment provider such as CryptoCloud or another supported provider.

Blockchain transactions may be publicly visible and may include wallet addresses, transaction amounts, timestamps, network identifiers, and other transaction metadata.

Trafium does not control public blockchains and cannot delete, modify, or reverse information recorded on a blockchain.

10. Cookies and Similar Technologies

We may use cookies and similar technologies to:

keep you logged in;
remember preferences;
secure the Service;
measure website traffic;
analyze usage;
detect abuse;
improve performance;
support checkout and payment flows;
support fraud-prevention and risk checks.

Cookies may include:

essential cookies required for the Service;
analytics cookies used to understand usage;
preference cookies used to remember settings;
security cookies used to protect accounts and prevent abuse;
payment or checkout cookies used to support balance top-ups and payment confirmation.

You can control cookies through your browser settings. Some features may not work properly if essential cookies are disabled.

For more information, see our [Cookie Policy](#).

11. Data Retention

We retain information for as long as necessary to provide the Service, comply with legal obligations, resolve disputes, enforce agreements, prevent abuse, and maintain business records.

Typical retention may include:

account data retained while your account is active;
generated content retained while your project or account exists;
payment and transaction records retained as required for tax, accounting, compliance, dispute handling, and fraud prevention;
checkout, order, refund, and chargeback records retained as required by payment provider rules or legal obligations;
security logs retained for a limited period unless needed for investigation;
support messages retained for support history and legal protection;
deleted account data removed or anonymized within a reasonable period unless retention is legally required or necessary for legitimate business purposes.

We may retain certain information longer if required for legal, tax, accounting, security, fraud prevention, sanctions compliance, dispute resolution, chargeback handling, or enforcement purposes.

12. Data Security

We use reasonable technical, organizational, and administrative measures to protect information.

These measures may include:

access controls;
authentication;
encryption where appropriate;
security monitoring;
logging;
restricted access to sensitive systems;

backup and recovery procedures;
fraud and abuse detection;
vendor security controls.

No system is completely secure. We cannot guarantee that unauthorized access, hacking, data loss, or security incidents will never occur.

You are responsible for securing your account credentials, WordPress access, API keys, wallets, hosting accounts, plugins, devices, and connected integrations.

13. International Data Transfers

Trafium is registered in Armenia and may use service providers located in different countries.

Your information may be processed in Armenia, the European Economic Area, the United States, or other jurisdictions where Trafium, its infrastructure, AI providers, payment providers, merchant-of-record providers, or service providers operate.

Where required, we use appropriate safeguards for international transfers of personal data.

14. Your Rights

Depending on your location and applicable law, you may have rights to:

access your personal data;
correct inaccurate personal data;
delete personal data;
restrict processing;
object to processing;
request data portability;
withdraw consent where processing is based on consent;
opt out of certain marketing communications;
complain to a data protection authority.

To exercise your rights, contact us at privacy@trafium.ai.

We may need to verify your identity before fulfilling your request.

Some data may be retained where required for legal, tax, accounting, fraud prevention, security, sanctions, dispute resolution, chargeback handling, or legitimate business purposes.

15. European Users

If you are located in the European Economic Area, United Kingdom, or Switzerland, you may have additional rights under applicable data protection laws.

For most processing described in this Privacy Policy, TRAFIUM LIMITED LIABILITY COMPANY acts as the data controller because it determines the purposes and means of processing.

For certain customer content processed only according to your instructions, Trafium may act as a processor or service provider depending on the context.

If payment is processed by a merchant-of-record provider or payment provider, that provider may act as an independent controller for certain payment, tax, fraud-prevention, compliance, refund, and dispute-related processing.

If you require a Data Processing Addendum for business use, contact us at privacy@trafium.ai.

16. California and U.S. State Privacy Rights

Depending on your U.S. state of residence and applicable law, you may have rights to know, access, correct, delete, or obtain a copy of personal information collected about you.

You may also have the right to opt out of certain forms of sale, sharing, targeted advertising, or profiling, where applicable.

Trafium does not sell personal information for money.

If our use of analytics or advertising tools is considered “sharing”, “targeted advertising”, or a similar concept under applicable law, you may contact us to exercise applicable opt-out rights.

17. Children

Trafium is not intended for children under 18 years old.

We do not knowingly collect personal data from children under 18.

If you believe that a child has provided personal data to us, contact us at privacy@trafium.ai and we will take appropriate steps to delete such information.

18. Marketing Communications

We may send service-related emails, such as account notifications, payment confirmations, security alerts, product updates, and important notices.

We may send marketing emails only where permitted by law. You can unsubscribe from marketing emails by using the unsubscribe link or contacting us.

You cannot opt out of essential service, security, legal, payment, or transactional messages.

19. Automated Decision-Making

Trafium may use automated systems to detect abuse, spam, fraud, security risks, payment risks, policy violations, sanctions risks, and suspicious activity.

Payment providers may also use automated systems for fraud prevention, risk assessment, payment approval, tax handling, chargeback prevention, or compliance checks.

These systems may affect account restrictions, feature access, publishing permissions, payment review, payment approval, refund handling, or support escalation.

You may contact us if you believe an automated action by Trafium was made in error.

20. User Responsibilities

You are responsible for:

- submitting data lawfully;
- obtaining any required permissions and consents;
- not submitting sensitive personal data unless necessary and lawful;
- reviewing AI-generated content before publication;
- ensuring that published content does not violate privacy rights, intellectual property rights, or applicable laws;
- securing your connected websites, APIs, CMS accounts, WordPress installations, plugins, and credentials.

21. Business Transfers

If Trafium is involved in a merger, acquisition, restructuring, financing, sale of assets, or transfer of business, your information may be transferred as part of that transaction.

We will take reasonable steps to ensure that your information remains protected according to this Privacy Policy or a substantially similar policy.

22. Legal Disclosure

We may disclose information if we believe it is reasonably necessary to:

- comply with applicable law;
- respond to legal process;
- enforce our Terms of Service;
- investigate fraud, abuse, security incidents, or prohibited activity;
- protect the rights, property, or safety of Trafium, users, third parties, payment providers, or the public;
- comply with sanctions, AML, tax, accounting, payment, or regulatory requirements.

23. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

If we make material changes, we may notify you through the Service, by email, or by posting a notice on trafium.ai.

Your continued use of the Service after the updated Privacy Policy becomes effective means you acknowledge the updated Privacy Policy.

24. Contact

If you have questions, requests, or complaints about this Privacy Policy or our data practices, contact us at:

TRAFIUM LIMITED LIABILITY COMPANY

Email: privacy@trafium.ai

Website: <https://trafium.ai>