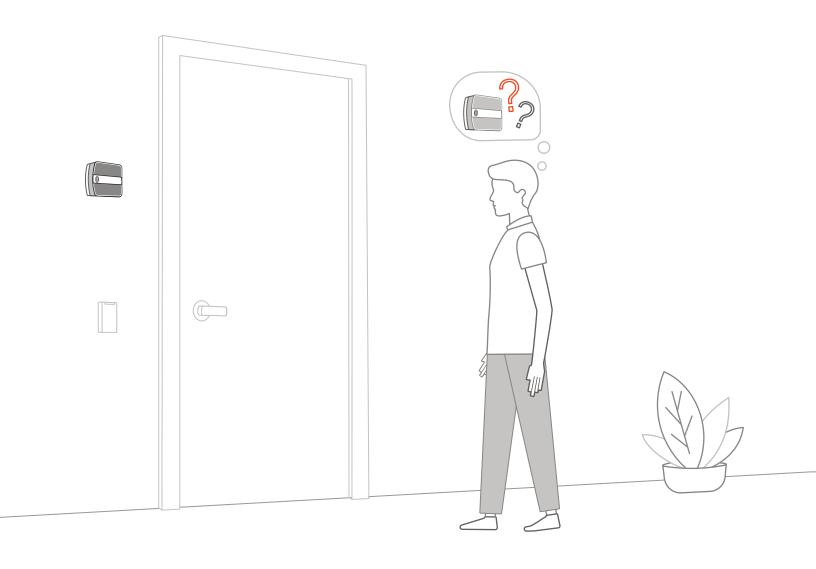# alcatraz ai | Privacy by Design

The Rock does not store or collect personally identifiable information such as names, birthdates, etc.

For all deployments, data is secured from end to end.

Data is encrypted using AES-256 encryption.

Enrollment with the Rock creates biometric profiles that are anonymous.

The Rock is not designed for surveillance and does not collect data for non-enrolled users.

Deletion of profiles can be performed at any time.