

## Privacy Policy Charter: "GDPR"

**Date of Charter Creation:** March 19, 2025

### Definitions of Terms Used in the Privacy Policy:

- **Personal Data:** Defined as "Any information relating to an identified or identifiable natural person, directly or indirectly, by reference to an identification number or to one or more factors specific to the individual," in accordance with the French Data Protection Act of January 6, 1978.
- **Site:** [www.artinteractivities.com](http://www.artinteractivities.com)
- **Service:** All pages of the site.
- **User:** The internet user visiting and using the Services of the Site.

Art Interactivities is fully aware that respecting privacy is essential, which is why we are committed to implementing serious, effective, and clear measures in honor of all our users on the Art Interactivities site.

This privacy policy charter aims to formalize in writing our commitment to respecting the privacy of users of the website [www.Artinteractivities.com](http://www.Artinteractivities.com), which is controlled by SAS ART INTERACTIVITIES.

This policy on the protection of your personal data describes how we collect, process, and most importantly, protect all your personal data.

The **Terms and Conditions of Use** and this **GDPR Charter** constitute contractual agreements. Upon the launch of the Art Interactivities site, we handle your personal data in compliance with the **General Data Protection Regulation (GDPR) 2016/679 of April 27, 2016**, and under the conditions outlined below.

### What is Personal Data ?

Personal data refers to any information related to a physical person who can be identified or identifiable. Examples include: a name, photo, fingerprint, postal address, email address, phone number, social security number, internal ID number, IP address, computer login ID, voice recording, etc.

The user will provide their personal information on our site in order to sell or purchase works of art. Art Interactivities will therefore collect and manage personal data in connection with providing our services or communicating about these various services, while strictly adhering to GDPR compliance.

To ensure that these data are no longer considered personal, we will anonymize them in a way that makes it impossible to identify the individual concerned — for example, by masking names or blurring faces.

The personal data we collect must be relevant and, most importantly, limited to the needs of the site. Only data necessary for the purpose will be used. We never ask you to provide so-called "sensitive" data, such as your ethnic or racial origin, religious, political, or philosophical beliefs.

When you register and sign up on the site, you gave us permission to process your personal data, and we do so in accordance with this privacy policy.

If you do not agree with the conditions of this Privacy Charter as presented, we ask that you do not use the ART INTERACTIVITIES Site and our Services.

## **1. Data Controller**

Any processing of personal data communicated or collected by Art Interactivities.com is controlled by Art Interactivities SASU, the data controller, referred to as "Art Interactivities." Unless otherwise stated, this Privacy Policy strictly concerns the processing of personal information by Art Interactivities.

## **2. Under What Circumstances Do We Collect Your Data ?**

We process your personal data to operate, provide, and improve the Artinteractivites.com website as well as the services we offer to our clients.

In the context of collecting this data, we will use cookies as specified in section 6 below.

In this context, we may also use cookies as outlined in section 8 below.

We may collect, gather, and store personal data in the following situations:

### **Browsing the Website:**

- **Connection Data:** When you log in to the website, the following personal data will be collected with your consent: your IP address, the date and time of your connection, as well as information about your browser. This data will be used to allow us to provide a continuous browsing experience and offer suggestions and important information based on your previous sessions.
- **Browsing Data:** The browsing data, collected with your consent, will be used to suggest content related to the pages you've visited and to generate statistics on site traffic, including pages related to artists and published articles.

### **Creating an Account or a Buyer/Seller Profile:**

Accessing our Services requires the creation of an account. According to the General Terms and Conditions of Use, you are required to provide personal data when creating your account, such as the following: your name, surname, email address, phone number, and postal address.

During the creation of a personalized profile, the artist is required to provide the following information: first and last name, artist name, date of birth, postal address, email address, phone number, portrait photo, video, audio, website and social media profile links (Facebook, Twitter, Instagram), biography, education, exhibitions, and bank details.

This information will be used in communications between our website and our clients/artists, as our platform is designed to connect artists (whose information we publish) with buyers who wish to acquire the works offered by these artists.

## **Selling or Purchasing Works:**

In the case of selling one or more works of art, the artist must complete certain formalities and provide additional information about the work to facilitate the sale, such as: photos of the artwork for sale, title, creation date, technique, dimensions, price, and any other relevant information for indexing, classification, and identifying the work. Additionally, during exchanges with buyers, supplementary information may be required, which will be processed electronically.

We use your personal data to facilitate payment processing and communication with our clients regarding completed orders, services, and promotional offers.

## **Payment:**

To make a payment on the Artinteractivites.com website during a purchase, you must first agree that we will work with payment service providers. These providers will use your personal data to ensure the smooth operation of credit card payment processing and product delivery services. To finalize your purchase, you will provide us with your payment details, including: your credit card number, cardholder name, expiration date, and security codes.

For accounting, internal compliance, and legal purposes, we will retain details of your payments and purchases made on the site. This information will be stored both by Art Interactivities and by the payment service provider. You consented to this when you created your account.

## **Newsletter:**

When creating your personal account on the website, you give prior consent for us to send you newsletters regarding new works, services, and promotions within the scope of our Services. You have the right to withdraw your consent at any time, free of charge, to stop receiving such newsletters.

## **Resolving Issues and Service Improvement:**

We use your personal data to provide you with features, analyze performance, fix errors, and improve accessibility and effectiveness.

## **Purpose of Collecting Your Consent:**

We may also collect your consent for processing your personal data for specific purposes, which we will communicate to you (such as for games). When you consent to the processing of your personal data for a specific purpose, you may withdraw your consent at any time, and we will cease processing your information for that purpose.

## **3. How to "Contact Us" on the Website**

If you need information regarding the website, sales, or purchases, you can contact Customer Service. You will find an "envelope" icon at the top, "Contact Us" at the bottom of the page, and via

the chatbot, you will have the option to get in touch with us directly. However, you will need to confirm certain details, such as your status, name, surname, and email address, so that we can better understand who you are and your needs, in order to respond as effectively as possible to your request.

We will assist you with any transactions related to your Account, information about the Services we offer on the site, as well as issues like password recovery or any changes to our Terms and Conditions (T&C).

We use your personal data to communicate with you regarding Artinteractivities.com and the services we offer through various channels (e.g., phone, email).

#### **4. What Measures Have We Put in Place to Protect Your Data ?**

Technical and organizational security measures have been implemented by the Art Interactivities technical team to ensure the security, integrity, and confidentiality of your personal data. The goal is to prevent your personal data from being altered, damaged, or accessed by any third party without your authorization and consent.

We have implemented appropriate and ongoing security measures considering the state of knowledge, the cost of implementation, the nature and scope of the processing, the context, the purpose of the processing, as well as the risks and their likelihood.

Upon request, we can provide you with proof of the methods and processes we have in place to secure your personal data.

We remind you that the password you created to access your personal account is your responsibility to keep confidential and should not be shared with anyone. If you share a computer with others for work or family purposes, we strongly recommend that you log out before leaving any Service.

#### **5. How, Why, and With Whom Can Your Personal Data Be Shared ?**

For technical and internal reasons, as well as for legal and regulatory purposes, we may be required to share your personal data with public authorities such as the Police, Chamber of Commerce, URSSAF, etc.

##### **Sharing Your Personal Data with Third-Party Companies:**

- **During Browsing:** Your personal information may be shared with external service providers, such as third parties managing a service on our behalf. This is done to ensure the smooth processing of credit card payments and other services.

Personal data may be transmitted to countries within and outside the European Union, such as the United States, Morocco, and Madagascar. This service is used to process your requests, handle formalities, and host and secure personal data.

In accordance with the GDPR, all transfers of personal data to countries outside the European Union and/or not offering a level of protection deemed sufficient by the European Commission are subject to cross-border flow agreements in line with the standard contractual clauses set by the European Commission and declared to the CNIL. Other transfers of personal data to the United

States, for customer relationship management (CRM) purposes, are governed by the EU–U.S. PRIVACY SHIELD: [click here](#) for more information.

Unless a third party asks you to accept a privacy policy and terms of use specific to them, third-party companies receiving your personal data have committed to processing your data exclusively for the purpose of delivering services.

We will never share your personal data with third parties for marketing and/or commercial purposes without obtaining your prior consent.

### **Sharing Your Personal Data with Authorities:**

Legally, we are required to disclose, without objection, to administrative or judicial authorities if they request your personal data. This includes cases where identification, arrest, or legal action is necessary for an individual, user, or third party attempting to harm our rights.

## **6. Are Children Allowed to Use ART INTERACTIVITIES ?**

If you are under 18, you may only use Artinteractivities.com with the participation of a parent or guardian. During registration, you will be asked to provide your date of birth and confirm that you are over 18. Art Interactivities disclaims any responsibility for the accuracy of the information provided during your registration and will not be held liable in the event of a dispute regarding this specific information.

## **7. Retention Period of Personal Data**

We retain your personal data to allow you to continue using Artinteractivities.com for the period necessary to fulfill legal obligations, fiscal or accounting requirements, or for any other duration that may have been communicated to you. Specifically, we retain your transaction history to allow you to review previous orders (and reorder if you wish) and your delivery addresses for said orders, as well as to improve the relevance of the products and services we recommend.

Your personal data will be retained for the duration of your registration on the Site. The goal is to ensure your identification each time you wish to log in to the site via your account and provide access to our services.

If you unsubscribe from the Site, your personal data will be permanently deleted. However, for legal and regulatory reasons, we are required to retain proof related to your purchases, deliveries, and financial transactions in accordance with our General Terms of Use and Sale.

In any case, we will retain your personal data for no longer than is necessary for the purposes for which they are processed, in accordance with the uses outlined in this Privacy Policy and in compliance with applicable laws and regulations.

## **8. How Can You Control the Cookies Used ?**

We use cookies to allow our systems to recognize your browser or device, provide you with the services of Artinteractivities.com, and display relevant content.

Whenever you wish, you can configure your browser software to either accept or reject cookies, either systematically or according to their issuer, in your terminal.

Before a cookie can be stored on your device, you can configure your browser to prompt you to accept or reject cookies on a case-by-case basis, before a cookie is stored on your terminal.

Reminder: Your settings may affect your browsing on the internet and your access to certain services that require the use of cookies. If you reject or delete cookies, we do not take any responsibility for the potential degradation of the proper functioning of our services.

This would be the case if you tried to access content or services that require you to log in. It would also apply when we (or our service providers) cannot recognize, for technical compatibility purposes, the type of browser used by your device, its language and display settings, or the country from which your device appears to be connected to the internet.

## **9. How to Configure Your Browser Software ?**

Regarding your cookie choices and management, this can be done through various browsers such as Firefox, Safari, Internet Explorer, Edge, and Google Chrome. If you go into the menu of each browser, it will allow you to modify your preferences regarding cookie management.

### **Internet Explorer / Edge**

In Internet Explorer, click the Tools button, then select Internet Options. Under the General tab, under Browsing History, click Settings. Click the View Files button.

### **Firefox**

Go to the browser's Tools tab and select the Options menu. In the window that appears, choose Privacy and click on Show Cookies.

### **Safari**

Access Settings via the browser menu (Safari > Preferences). Click on Privacy.

### **Google Chrome**

Go to Settings via the button to the right of the URL bar or through the browser's menu (Chrome > Preferences).

Select Advanced Settings.

Click on Content Settings, then Cookies.

For more information about cookies, you can consult the CNIL (French Data Protection Authority) website.

## **10. Do You Have Rights ?**

It is you who have freely decided to provide us with your personal data, which we possess through the Site. Indeed, you have rights over your own personal data. In accordance with data protection regulations, such as Articles 15 to 22 of the GDPR, and once your identity has been verified, you have the right to request access to your personal data, the correction, or deletion of your data.

Moreover, within the limits set by the law, you also have the right to object to the processing, to limit it, to decide the post-mortem fate of your data, to withdraw your consent at any time, and the

right to the portability of the personal data provided.

## **11. Terms of Use, Notices, and Revisions**

If you have any questions regarding the protection of personal data, you can contact our Services to exercise your rights at the following email address: [privacy@artinteractivities.com](mailto:privacy@artinteractivities.com) or by mail at: 5 rue Latour, 33200 Bordeaux, including a copy of an identification document with your request.

If you wish to unsubscribe from our newsletter, send a message to this email address: [privacy@artinteractivities.com](mailto:privacy@artinteractivities.com), or simply click on the unsubscribe link directly located at the bottom of each email.

## **12. Evolution of the Privacy Policy:**

It is recommended that you regularly consult the privacy policy. We reserve the right to modify it at any time.

If the policy undergoes an update, we will publish these changes on this page and at other locations we deem appropriate, depending on the nature and significance of the changes made. Please note that any modification takes effect immediately on the site. If you continue to use the Site after we have made changes, this means you accept those changes.

It is your responsibility to stay informed by consulting the privacy policy. However, if the new conditions from the updated policy no longer suit you, you should stop using the Artinteractivities.com Site.

## **13. You Can Contact Us:**

If you have any questions regarding your personal data or if you wish to delete your Account, please contact us at the following address:

ART INTERACTIVITIES SASU,

5 rue Latour

33000 Bordeaux

(please mention "Privacy – Data Protection"), or by email at: [contact@artinteractivities.com](mailto:contact@artinteractivities.com)

## **14. The National Commission for Data Protection and Liberties ("CNIL"):**

You can contact the CNIL directly via their website or by mail at the following address:

National Commission for Data Protection and Liberties (CNIL),

3 Place de Fontenoy –

TSA 80715,

75334 PARIS CEDEX 07

