

# PRIVACY POLICY

---

This Privacy Policy constitutes a legally binding document governing the manner in which this art marketplace platform (hereinafter referred to as the "Platform", "we", "our", or "us") collects, processes, stores, uses, and protects information provided by users ("User", "you", or "your"). This document is intended to comply with applicable laws, including but not limited to the Information Technology Act, 2000 and relevant rules thereunder. By accessing, browsing, or using the Platform in any manner whatsoever, you expressly acknowledge that you have read, understood, and agreed to be bound by the terms of this Privacy Policy. If you do not agree with any part of this Policy, you are advised to discontinue use of the Platform immediately.

## 1. Information We Collect

We may collect various categories of personal and non-personal information in order to provide, improve, and personalize our services. This includes, but is not limited to, personal identification information such as your full name, email address, contact number, and any other information voluntarily provided by you during account registration or subsequent interactions with the Platform. Such information may be collected through forms, communications, or automated technologies.

We may also collect account-related information including usernames, encrypted passwords, profile preferences, and other data associated with your account. This information is essential for maintaining account integrity and ensuring secure access to the Platform.

Transactional information such as purchase history, order details, payment confirmations, and billing information may also be collected. While sensitive payment data is processed through secure third-party payment gateways, we may retain limited transaction metadata for recordkeeping and compliance purposes.

In addition, we may collect content uploaded by you, including but not limited to artwork images, descriptions, metadata, and other creative assets. Such content is integral to the functioning of the Platform and may be displayed publicly in accordance with your privacy settings.

We may also automatically collect technical data such as IP address, browser type, device information, operating system, and usage patterns. This information is collected through cookies, log files, and similar technologies to enhance user experience and improve platform performance.

## **2. Legal Basis for Processing**

Our processing of personal data is conducted in accordance with applicable legal frameworks, including the Information Technology Act, 2000 and associated rules. Depending on the nature of the data and the context of its collection, processing may be based on your explicit consent, the necessity of performance of a contract, compliance with legal obligations, or legitimate business interests pursued by us.

In certain circumstances, we may rely on your consent as the primary legal basis for processing your personal data. By providing your information and continuing to use the Platform, you are deemed to have provided such consent, unless otherwise specified.

We may also process your data where it is necessary for the execution of contractual obligations, such as facilitating transactions, delivering services, or responding to inquiries. Furthermore, we may process data to comply with legal requirements, regulatory obligations, or lawful requests from governmental authorities.

### **3. Use of Information**

The information collected by us is utilized for a variety of purposes aimed at enhancing the functionality, security, and user experience of the Platform. Primarily, such information is used to operate, maintain, and improve our services, ensuring that Users are able to access and interact with the Platform in an efficient and seamless manner.

We may use your information to process transactions, manage orders, facilitate communication between buyers and artists, and provide customer support. This includes sending transactional emails, confirmations, updates, and other service-related communications.

In addition, we may use your data for analytical purposes, including monitoring usage patterns, identifying trends, and improving the overall design and functionality of the Platform. Such analysis may involve aggregated and anonymized data.

We may also use your information to ensure compliance with our terms and policies, detect and prevent fraudulent activities, and maintain the security and integrity of the Platform. This may involve automated systems as well as manual review processes.

#### **4. Sharing and Disclosure of Information**

We do not sell, rent, or trade your personal data to third parties for monetary consideration. However, we may share your information with trusted third-party service providers who assist us in operating the Platform, such as hosting providers, payment processors, and analytics services.

Such third-party providers are contractually obligated to maintain the confidentiality and security of your data and are prohibited from using it for any purpose other than providing services to us.

We may also disclose your information where required by law, regulation, or legal process, including in response to lawful requests from government authorities. Additionally, we may disclose information to protect our rights, property, or safety, or that of our users or others.

#### **5. Data Security**

We implement reasonable and appropriate technical and organizational measures to safeguard your personal data against unauthorized access, alteration, disclosure, or destruction. These measures include, but are not limited to, encryption, secure servers, access controls, and regular security assessments.

Despite our best efforts, it is important to note that no method of transmission over the internet or method of electronic storage is completely secure. Therefore, while we strive to protect your information, we cannot guarantee absolute security, and you acknowledge and accept this inherent risk.

## **6. Data Retention**

We retain your personal data only for as long as it is necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. The duration of retention may vary depending on the nature of the data and the purposes for which it is processed.

In certain cases, we may retain data for extended periods in order to comply with legal obligations, resolve disputes, enforce agreements, or maintain accurate records. Once the data is no longer required, we will take reasonable steps to securely delete or anonymize it.

## **7. User Rights**

You have certain rights with respect to your personal data, subject to applicable laws. These rights may include the right to access, correct, update, or delete your personal information held by us.

You may also have the right to withdraw consent, object to processing, or request data portability, where applicable. Requests to exercise such rights may be submitted to us through the contact details provided below.

We will make reasonable efforts to respond to such requests in a timely manner, subject to legal and operational constraints.

## **8. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to enhance user experience, analyze website traffic, and personalize content. Cookies are small data files stored on your device that help us recognize your preferences and improve functionality.

You may choose to disable cookies through your browser settings; however, doing so may affect certain features and functionality of the Platform.

## **9. Third-Party Services**

Our Platform may integrate with third-party services such as Supabase for backend services, payment gateways for transaction processing, and analytics providers for performance monitoring. These third-party services operate independently and have their own privacy policies.

We are not responsible for the privacy practices of such third parties, and we encourage you to review their policies before engaging with their services.

## **10. Children's Privacy**

The Platform is not intended for use by individuals under the age of 18. We do not knowingly collect personal data from children. If we become aware that we have inadvertently collected such data, we will take appropriate steps to delete it.

## **11. International Data Transfers**

If you access the Platform from outside India, your information may be transferred to, stored, and processed in India or other jurisdictions. By using the Platform, you consent to such transfers, subject to applicable laws.

## **12. Changes to this Policy**

We reserve the right to update, modify, or revise this Privacy Policy at any time without prior notice. Changes will be effective immediately upon

posting on the Platform. Continued use of the Platform constitutes acceptance of the revised Policy.

### **13. Contact Information**

If you have any questions, concerns, or requests regarding this Privacy Policy, you may contact us at:

Email: [poiesisartgalleryinfo@gmail.com](mailto:poiesisartgalleryinfo@gmail.com)

Mobile no: +919288013878