



The Arts Diary

Privacy Policy

Last Updated: 06 July, 2024

The Arts Diary ("we", "us", "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website and use our services (collectively, "Services"). By accessing or using our Services, you agree to this Privacy Policy.

1. Information We Collect

We may collect information about you in a variety of ways. The information we may collect includes:

- **Personal Data:** Personally identifiable information, such as your name, shipping address, email address, and telephone number, that you voluntarily give to us when you register with the Services or when you choose to participate in various activities related to the Services.
- **Derivative Data:** Information our servers automatically collect when you access the Services, such as your IP address, your browser type, your operating system, your access times, and the pages you have viewed directly before and after accessing the Services.
- **Financial Data:** Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you purchase, order, return, exchange, or request information about our Services.
- **Data From Social Networks:** User information from social networking sites, such as Facebook, Instagram, Youtube, including your name, your social network username, location, gender, birth date, email address, profile picture, and public data for contacts, if you connect your account to such social networks.

2. Use of Your Information

We use the information we collect in the following ways:

- To provide, operate, and maintain our Services
- To improve, personalize, and expand our Services
- To understand and analyse how you use our Services
- To develop new products, services, features, and functionality
- To process your transactions and manage your orders
- To communicate with you, including for customer service, to provide you with updates and other information relating to the Services, and for marketing and promotional purposes
- To send you text messages and push notifications
- To find and prevent fraud
- To comply with legal obligations

3. Disclosure of Your Information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

- **By Law or to Protect Rights:** If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.
- **Third-Party Service Providers:** We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.
- **Marketing Communications:** With your consent, or with an opportunity for you to withdraw consent, we may share your information with third parties for marketing purposes, as permitted by law.
- **Interactions with Other Users:** If you interact with other users of the Services, those users may see your name, profile photo, and descriptions of your activity, including sending invitations to other users, chatting with other users, liking posts, and following blogs.
- **Online Postings:** When you post comments, contributions, or other content to the Services, your posts may be viewed by all users and may be publicly distributed outside the Services in perpetuity.
- **Social Media Contacts:** If you connect to the Services through a social network, your contacts on the social network will see your name, profile photo, and descriptions of your activity.
- **Other Third Parties:** We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.
- **Sale or Bankruptcy:** If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline honor commitments we made in this Privacy Policy.

4. Tracking Technologies

- **Cookies and Web Beacons:** We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Services to help customize the Services and improve your experience. When you access the Services, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Services.
- **Internet-Based Advertising:** Additionally, we may use third-party software to serve ads on the Services, implement email marketing campaigns, and manage other interactive marketing initiatives. This third-party software may use cookies or similar tracking technology to help manage and optimize your online experience with us.
- **Website Analytics:** We may also partner with selected third-party vendors to allow tracking technologies and remarketing services on the Services through the use of first-party cookies and third-party cookies, to, among other things, analyze and track users' use of the Services, determine the popularity of certain content, and better understand online activity. By accessing the Services, you consent to the collection and use of your information by these third-party vendors. You are encouraged to review their privacy policy and contact them directly for responses to your questions. We do not transfer personal information to these third-party vendors. However, if you do not want any information to be collected and used by tracking technologies, you can visit the third-party vendor or the Network Advertising Initiative Opt-Out Tool or Digital Advertising Alliance Opt-Out Tool.

5. Third-Party Websites

The Services may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave the Services,

any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services, or applications that may be linked to or from the Services.

6. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

7. Policy for Children

We do not knowingly solicit information from or market to children under the age of 13. If we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible. If you believe we might have any information from or about a child under 13, please contact us at theartsdiary@gmail.com.

8. Controls for Do-Not-Track Features

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. No uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Privacy Policy.

9. Options Regarding Your Information

- **Account Information:** You may at any time review or change the information in your account or terminate your account by:
 - Logging into your account settings and updating your account
 - Contacting us using the contact information provided below

Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, some information may be retained in our files to prevent fraud, troubleshoot problems, assist with any investigations, enforce our Terms of Service and/or comply with legal requirements.

- **Emails and Communications:** If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by:
 - Noting your preferences at the time you register your account with the Services
 - Logging into your account settings and updating your preferences
 - Contacting us using the contact information provided below

If you no longer wish to receive correspondence, emails, or other communications from third parties, you are responsible for contacting the third party directly.

10. Rights to Use Images and Videos

By using our Services, you grant The Arts Diary the right to use images and videos of the artwork and custom orders created for you. This includes the right to post such images and videos on our social media platforms, website, and other marketing materials. If you do not wish for your custom order to be shared publicly, please notify us in writing at the time of your order.

11. Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

The Arts Diary
theartsdiary@gmail.com
+91-8300875021



The Arts Diary
Ayush Karn
Founder and Artist
theartsdiary@gmail.com
+91-8300875021