

Urban Espresso Privacy Policy

With this privacy policy we describe how we collect and further process personal data. This privacy policy is not necessarily a comprehensive description of our data processing. It is possible that the conditions of participation or similar documents are applicable to specific circumstances. The term "personal data" in this Privacy policy shall mean any information that identifies, or could reasonably be used to identify any person.

If you provide us with personal data of other persons (such as a prospective participant), please make sure the respective persons are aware of this privacy policy and only provide us with their data if you are allowed to do so and such personal data is correct.

This Privacy Notice is aligned with the EU General Data Protection Regulation («GDPR»), the Swiss Data Protection Act («DPA») and the revised Swiss Data Protection («revDPA»). However, the application of these laws depends on each individual case.

1. Responsible agent

The "responsible agent" of data processing as described in this privacy policy (i.e. the responsible person) is Urban Espresso. You can notify us of any data protection related concerns using the following contact details: urbanexpresso@proton.me.

2. Collection and Processing of Personal Data

We primarily process personal data that we obtain from our participants and other business partners in the context of our project or data that we receive from users when interacting with our website.

3. Purpose of Data Processing and Legal Grounds

We primarily use collected data in order to conclude and process art submissions, orders, offers, purchases and collection with our participants and business partners.

In specific this entails:

Personal details will be used for the purpose of communication between Urban Espresso and artists, cafés and art-lovers. Correspondence is conducted exclusively via Urban Espresso. Urban Espresso uses personal data to transfer the pro-rata sales amount in the event of an accepted offer. Transfers are made exclusively via Urban Espresso and not between individual participating parties.

For the picking-up of a painting, the initials of the person are passed on to the relevant café in order to ensure the legality of the collection of a painting by checking the identity card. This is possible in the following two scenarios:

- a) The artist reclaims a submitted painting that is already on display in a café at the time of reclaim (see reclaim option b). The café will be informed of the relevant painting ID and the artist's initials.

- b) If a painting is successfully purchased, the café will be informed of the relevant painting ID and the initials of the buyer.

Each painting is given a unique ID, which uses five numbers to identify both the artist and their painting. On the one hand, this is intended to ensure the protection of personal data in public space, to focus on the art as such and to enable offers independent of names and sympathies derived from them. Nevertheless, in order to enable the establishment of new contacts and potential clients, it is possible to pass on the artist's contact details to interested parties with the artist's consent. However, this is only ever done in consultation with the artist concerned and never without their consent.

In addition, in line with applicable law and where appropriate, we may process your personal data and personal data of third parties for the following purposes, which are in our (or, as the case may be, any third parties') legitimate interest, such as:

- developing our website, apps and other platforms, on which we are active;
- communication with third parties and processing of their requests (e.g., job applications, media inquiries);
- review and optimization of procedures regarding needs assessment for the purpose of direct customer approach as well as obtaining personal data from publicly accessible sources for customer acquisition;
- advertisement and marketing (including organizing events), provided that you have not objected to the use of your data for this purpose (if you are part of our participants and you receive our advertisement, you may object at any time and we will place you on a blacklist against further advertising mailings);
- asserting legal claims and defense in legal disputes and official proceedings;
- prevention and investigation of criminal offences and other misconduct (e.g. conducting internal investigations, data analysis to combat fraud);
- ensuring our operation, including our IT, our websites, apps and other appliances;
- corporate transactions and the transfer of personal data related thereto as well as measures for business management and compliance with legal and regulatory obligations.

If you have given us your consent to process your personal data for certain purposes, we will process your personal data within the scope of and based on this consent, unless we have another legal basis, provided that we require one. Consent given can be withdrawn at any time, but this does not affect data processed prior to withdrawal.

4. Cookies / Tracking and Other Techniques Regarding the Use of our Website

We typically use "cookies" and similar techniques on our website, which allow for an identification of your browser or device. A cookie is a small text file that is sent to your computer and automatically saved by the web browser on your computer or mobile device, when you visit our website. If you revisit our website, we may recognize you, even if we do not know your identity. Besides

cookies that are only used during a session and deleted after your visit of the website ("session cookies"), we may use cookies in order to save user configurations and other information for a certain time period (e.g., a month) ("permanent cookies"). Notwithstanding the foregoing, you may configure your browser settings in a way that it rejects cookies, only saves them for one session or deletes them prematurely. Most browsers are preset to accept cookies. If you block cookies, it is possible that certain functions (such as, e.g., language settings, shopping basket, ordering processes) are no longer available to you.

By using our websites and consenting to the receipt of newsletters and other marketing e-mails you agree to our use of such techniques. If you object, you must configure your browser or e-mail program accordingly.

In addition, we may use plug-ins from social networks such as Facebook, Twitter, Youtube, Pinterest or Instagram on our websites. This is visible for you (typically based on the respective symbols). We have configured these elements to be disabled by default. If you activate them (by clicking on them), the operators of the respective social networks may record that you are on our website and where on our website you are exactly and may use this information for their own purposes. This processing of your personal data lays in the responsibility of the respective operator and occurs according to its data protection regulations. We do not receive any information about you from the respective operator.

5. Retention Periods for your Personal Data

We process and retain your personal data as long as required for the purposes pursued with the processing, i.e. for the duration of the entire relationship (from submission to sale of a painting; from the offer to the successful transaction in the context of the purchase of a painting; from online-order, installation to return of a painting) as well as beyond this duration in accordance with legal retention and documentation obligations. Personal data may be retained for the period during which claims can be asserted against our company or insofar as we are otherwise legally obliged to do so or if legitimate business interests require further retention (e.g., for evidence and documentation purposes). As soon as your personal data are no longer required for the above-mentioned purposes, they will be deleted or anonymized, to the extent possible.

6. Data Security

We have taken appropriate technical and organizational security measures to protect your personal data from unauthorized access and misuse such as encrypted mail providers, pseudonymization of artists as well as the indirect correspondence between artists, cafés and art-lovers.

7. Your Rights

In accordance with and as far as provided by applicable law (as is the case where the GDPR is applicable), you have the right to access, rectification and erasure of your personal data, the right to restriction of processing or **to object to our data processing, in particular for direct marketing purposes, and for other legitimate interests in processing** in addition to right to receive certain personal data for transfer to another controller (data portability).

In general, exercising these rights requires that you are able to prove your identity (e.g., by a copy of identification documents where your identity is not evident otherwise or can be verified in another way). In order to assert these rights, please contact us at the addresses provided.

In addition, every data subject has the right to enforce his/her rights in court or to lodge a complaint with the competent data protection authority. The competent data protection authority of Switzerland is the Federal Data Protection and Information Commissioner (<http://www.edoeb.admin.ch>).

8. Amendments of this Privacy policy

We may amend this Privacy policy at any time without prior notice. The current version published on our website shall apply. We will notify you by e-mail or other appropriate means in case of an amendment.

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This privacy policy is based on a template provided by DSAT.ch and has been adapted to our specific requirements.