

STUDIO ONE ARTLABS WEBSITE PRIVACY POLICY

Last Updated February 18, 2021

Welcome to the website (the “**Site**”) of Studio One Artlabs, LLC d/b/a the artworld network (“**Studio One**,” “**we**,” “**us**,” or “**our**”). Through the Site, Studio One provides information about its activities and mobile application (the “**App**”), an artist-centric platform, connecting the professional art community, including collectors, which enables users to discover, promote, and share content within a trusted network.

This Privacy Policy explains what Personal Information (defined below) we collect, how we use and share that data, and your choices concerning our data practices. This Privacy Policy is incorporated into and forms part of our [General Terms and Conditions](#) for the Site. This Privacy Policy does not apply to the use of the App, which is subject to a separate privacy policy that will be made available in the App.

Before using the Site or submitting any Personal Information to Studio One, please review this Privacy Policy carefully and contact us if you have any questions. By using the Site, you agree to the practices described in this Privacy Policy. If you do not agree to this Privacy Policy, please do not access the Site or otherwise use the Site.

1. PERSONAL INFORMATION WE COLLECT

When you visit our Site, we collect information that alone or in combination with other information in our possession could be used to identify you (“**Personal Information**”) as follows:

Personal Information You Provide: We collect Personal Information that you elect to provide through web forms available on our Site, such as when you request information or apply to be added to the waiting list for our App. The Personal Information we collect varies depending on what you choose to share, but it typically includes your email address.

We also have pages on social media sites like Instagram, Facebook, Twitter, and LinkedIn (“**Social Media Pages**”). When you interact with our Social Media Pages, we will collect Personal Information that you elect to provide to us, such as your contact details. In addition, the companies that host our Social Media Pages may provide us with aggregate information and analytics regarding the use of our Social Media Pages.

Internet Activity Data: When you visit, use, and interact with the Site, we may receive certain information about your visit, use, or interactions. For example, we may monitor the number of people that visit the Site, peak hours of visits, which page(s) are visited, the domains our visitors come from (e.g., google.com, yahoo.com, etc.), and which browsers people use to access the Site (e.g., Chrome, Firefox, Microsoft Internet Explorer, etc.), broad geographical information, and navigation pattern. In particular, the following information is created and automatically logged in our systems:

- **Log Data:** Information that your browser automatically sends whenever you visit the Site. Log Data includes your Internet Protocol (IP) address, browser type and settings, the date and time of your request, and how you interacted with the Site. We can also derive a rough estimate of your location from your IP address.

- **Site Usage Data:** We collect information about how you use our Site, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency, and duration of your activities. Collecting this information enables us to better understand the visitors who come to our Site, where they come from, and what content on our Site is of interest to them. We use this information for our internal analytics purposes and to improve the quality and relevance of our Site to our visitors.

Some of this information may be collected using cookies, as explained further under the heading “Cookies” below.

2. HOW WE USE PERSONAL INFORMATION

We may use Personal Information for the following purposes:

- To process your request to be added to the waiting list for our App;
- To respond to your inquiries, comments, feedback, or questions;
- To send administrative information to you, for example, information regarding the Site and changes to our terms, conditions, and policies;
- To analyze how you interact with our Site, and maintain and improve the Site or develop new products and services;
- To prevent fraud, criminal activity, or misuses of our Site, and to ensure the security of our IT systems, architecture, and networks; and
- To comply with legal obligations and legal process and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other third parties.

3. SHARING AND DISCLOSURE OF PERSONAL INFORMATION

In certain circumstances we may share the categories of Personal Information described above without further notice to you, unless required by the law, with the following categories of third parties:

- **Service Providers:** To assist us in meeting business operations needs and to perform certain services and functions, we may share Personal Information with vendors and service providers, including providers of hosting services, cloud services, and other information technology services providers, email communication software, and analytics services. Pursuant to our instructions, these parties will access, process, or store Personal Information in the course of performing their duties to us.
- **Business Transfers:** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of all or a portion of our assets, or transition of service to another provider (collectively a “**Transaction**”), your Personal Information and other information may be shared in the diligence process with counterparties and others assisting with the Transaction and transferred to a successor or affiliate as part of that Transaction along with other assets.
- **Legal Requirements:** If required to do so by law or in the good faith belief that such action is necessary to (i) comply with a legal obligation, including to meet national security or law enforcement requirements, (ii) protect and defend our rights or property, (iii) prevent fraud, (iv) act in urgent circumstances to protect the personal safety of users of the Site, or the public, or (v) protect against legal liability.

4. COOKIES

We use cookies on the Site to operate and administer our Site, gather usage data on our Site, and improve your experience on it.

A “cookie” is a piece of information sent to your browser by a website you visit. Cookies can be stored on your computer for different periods of time. Some cookies expire after a certain amount of time, or upon logging out (session cookies), others survive after your browser is closed until a defined expiration date set in the cookie (as determined by the third party placing it), and help recognize your computer when you open your browser and browse the Internet again (persistent cookies). For more details on cookies please visit [All About Cookies](#).

In particular, we use Google Analytics, a web analytics service provided by Google, Inc. (“**Google**”). Google Analytics uses cookies to help us analyze how users use the Site and enhance your experience when you use the Site. For more information on how Google uses this data, go to www.google.com/policies/privacy/partners/. Duration of these cookies varies according to cookies used. For information on their expiration, read [here](#). You can opt out of the use of these cookies by using the Google Analytics Opt-out Browser Add-on.

You can set or amend your web browser controls to accept or refuse cookies. As the means by which you can refuse cookies through your web browser controls vary from browser-to-browser, you should visit your browser's “help” menu for more information. Please see the links below for information on how to modify your web browser’s settings on the most popular browsers:

- [Internet Explorer](#)
- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)

Please note that if you limit the ability of websites to set cookies, you may still use our Site though your access to some functionality and areas of our Site may be restricted.

If you access the Site on your mobile device, you may not be able to control tracking technologies through the settings.

Do Not Track Signals: Our Site currently does not respond to “Do Not Track” (“**DNT**”) signals and operates as described in this Privacy Policy whether or not a DNT signal is received. If we do respond to DNT signals in the future, we will update this Privacy Policy to describe how we do so.

5. CHILDREN

Our Site is not directed to children who are under the age of 16. Studio One does not knowingly collect Personal Information from children under the age of 16. If you have reason to believe that a child under the age of 16 has provided Personal Information to Studio One through the Site please contact us and we will endeavor to delete that information from our databases.

6. LINKS TO OTHER WEBSITES

The Site may contain links to other websites not operated or controlled by Studio One, including social media services (“**Third Party Sites**”). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have

reviewed these sites. Please contact the Third Party Sites directly for information on their privacy practices and policies.

7. SECURITY

You use the Site at your own risk. We implement commercially reasonable technical, administrative, and organizational measures to protect Personal Information both online and offline from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. However, no Internet or e-mail transmission is ever fully secure or error free. In particular, e-mail sent to or from us may not be secure. Therefore, you should take special care in deciding what information you send to us via the Site or e-mail. Please keep this in mind when disclosing any Personal Information to Studio One via the Internet. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Site, or third party websites.

8. INTERNATIONAL USERS

The Site is controlled and operated by Studio One in the United States. By using our Site, you understand and acknowledge that your Personal Information will be transferred from your location to our facilities and servers in the United States. The United States may have data protection laws less stringent than or otherwise different from the laws in effect in the country in which you are located.

9. YOUR CHOICES

In certain circumstances providing Personal Information is optional. However, if you choose not to provide Personal Information that is needed to use some features of our Site, you may be unable to use those features. You can also contact us to ask us to update or correct your Personal Information.

10. CHANGES TO THE PRIVACY POLICY

The Site and our business may change from time to time. As a result we may change this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of notice is required by the applicable law. By continuing to use our Site or providing us with Personal Information after we have posted an updated Privacy Policy, or notified you by other means if applicable, you consent to the revised Privacy Policy and practices described in it.

11. CONTACT US

If you have any questions about our Privacy Policy or information practices, please feel free to contact us at our designated request address at privacy@artworld.net or by mail at:

Studio One, LLC d/b/a the artworld network
PO Box 1014
New York, NY 10276
United States