

## Data Privacy for Artistico Art Caspersen

**Effective Date:** 01.08.2024

Thank you for choosing **Artistico Art Caspersen**, where you can create unique, AI-generated artwork that is custom-made for each customer. At Artistico Art Caspersen, we value your privacy and are committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you use our services, visit our website, or engage with us in any other way. By using our services, you agree to the collection and use of your personal data as described in this policy.

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## 1. Company Information

### Artistico Art Caspersen

Location: Steinhausen, Zug, Switzerland

Email: support@artistico.art

## 2. What Data We Collect

We collect personal data to provide you with our custom AI-generated artwork services. The types of personal data we collect include:

### 2.1 Personal Information

- **Name:** Used for processing orders and customer support.
- **Email Address:** Used to send order confirmations, updates, and respond to inquiries.
- **Postal Address:** Used for shipping artwork to your home.
- **Phone Number:** Optional, used for customer service and delivery issues.
- **Comments:** Optional, used to consider customer specific service wishes

### 2.2 Payment Information

We collect payment information through secure third-party payment processors. We do not store your payment details on our servers.

### 2.3 Technical Data

- **IP Address:** Automatically collected when you visit our website for security and analytics purposes.
- **Browser Information:** Collected to help improve the functionality of our website.
- **Cookies:** We use cookies to enhance your experience on our website (see section 6 for more information).

### 2.4 Generated Artwork Data

- While generating custom artwork based on user inputs, this data is stored temporarily to create and process the product. Any artwork data used for promotional purposes is anonymized.

### 3. How We Use Your Data

We use your personal data for the following purposes:

- **Order Fulfillment:** To process your orders, create your artwork, and deliver it to your address.
- **Customer Support:** To respond to inquiries, provide support, and resolve any issues related to your order.
- **Marketing and Communication:** With your consent, we may send promotional materials, newsletters, or updates regarding our services. You can opt out at any time.
- **Improvement of Services:** To analyze website traffic and usage patterns to improve our website and services.
- **Legal Compliance:** To comply with legal obligations such as tax laws, consumer protection laws, and data protection regulations.

### 4. How We Share Your Data

We do not sell your personal data to third parties. However, we may share your data with trusted service providers, including:

- **Shipping Providers:** To deliver your orders to your home.
- **Payment Processors:** To securely process your payments.
- **Email Service Providers:** To send order confirmations and customer communications.
- **Analytics Providers:** To help us understand website usage and improve the customer experience.

All third parties we engage with are bound by data protection agreements to safeguard your personal data.

### 5. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this policy, such as:

- **Order and Transaction Data:** Retained for tax and legal compliance (typically 5-10 years depending on local regulations).
- **Customer Support Data:** Retained for the duration of your interactions with us and for resolving any disputes.
- **Marketing Data:** Retained until you withdraw your consent or opt out of receiving marketing communications.

## 6. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies are small files stored on your device that help us understand how you use our website and improve our services.

### 6.1 Types of Cookies

- **Essential Cookies:** Required for the basic functioning of our website (e.g., remembering items in your shopping cart).
- **Analytics Cookies:** Help us understand website traffic and usage.
- **Marketing Cookies:** Used to provide personalized ads and promotions based on your browsing behavior.

You can manage your cookie preferences through your browser settings. Disabling cookies may affect your ability to use certain features of our website.

## 7. Your Data Protection Rights

You have certain rights regarding your personal data under data protection laws such as the GDPR:

- **Right to Access:** You can request access to your personal data and receive a copy of the data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccuracies in your personal data.
- **Right to Erasure:** You can request that we delete your personal data, provided it is no longer necessary for the purposes for which it was collected.
- **Right to Restrict Processing:** You can request that we restrict the processing of your data under certain circumstances.
- **Right to Data Portability:** You can request that we provide your personal data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your data for direct marketing purposes.

To exercise any of these rights, please contact us at [support@artistico.art](mailto:support@artistico.art). We will respond to your request within the legal timeframe.

## 8. Data Security

We take data security seriously and use appropriate technical and organizational measures to protect your personal data. These include:

- **Encryption:** We use secure encryption technologies to protect your data during transmission (e.g., SSL for website transactions).
- **Access Controls:** Only authorized employees have access to your personal data.
- **Regular Audits:** We regularly audit our systems for vulnerabilities and breaches.

Despite our best efforts, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

## 9. International Data Transfers

As we are based in Switzerland, your personal data may be processed outside of your home country. When we transfer your personal data internationally, we ensure that appropriate safeguards are in place to comply with data protection laws.

For transfers outside the European Economic Area (EEA), we rely on mechanisms such as Standard Contractual Clauses or your consent.

## 10. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or for other reasons. The updated policy will be posted on our website, and we will notify you of any significant changes.

## 11. Contact Information

If you have any questions or concerns about this Privacy Policy or how we handle your data, please contact us at:

Artistico Art Caspersen  
Email: [support@artistico.art](mailto:support@artistico.art)