

PRIVACY POLICY

Introduction

The website yourart.art (hereinafter referred to as the "Site") is published by the company YOURART (hereinafter referred to as the "Company"), a simplified joint-stock company registered with the RCS of Nanterre under number 917 843 518, with its headquarters located at 36, rue Raspail 92300 Levallois-Perret.

The Company, mindful of individuals' rights, particularly regarding automated data processing, and committed to transparency with its clients, has established a policy detailing all such processing activities, the purposes pursued by them, and the means available to individuals to better exercise their rights.

For further information on the protection of personal data, please consult the following website: <https://www.cnil.fr/>

How can I contact our Data Protection Officer?

A Data Protection Officer : Laurence Bonicalzi, lbb@yourart.art , is available to answer any questions you may have about the protection of your personal data.

Article 2 - What data does YourArt collect?

Data is collected by the Company.

Personal data means any information relating to an identified or identifiable natural person (data subject); an identifiable person is one who can be identified, directly or indirectly, in particular by reference to a name, an identification number or one or more factors specific to his physical, physiological, genetic, mental, economic, cultural or social identity.

Any personal information that may be collected on the site is mainly used by the Company to manage relations with you and, where applicable, to process your orders.

The personal data collected by the Company is as follows:

- full name
- address
- mail address
- telephone number
- financial data: when paying for products and services offered on the Platform, the Platform records financial data relating to the user's credit card.

What cookies do we use?

What is a cookie?

A cookie is an electronic file stored on a terminal (computer, tablet, smartphone, etc.) and read, for example, when visiting a website, reading an email, installing or using software or a

mobile application, regardless of the type of terminal used (source: <https://www.cnil.fr/fr/cookies-traceurs-que-dit-la-loi>).

The Site may automatically collect standard information. Any information collected indirectly will only be used to monitor the volume, type and pattern of traffic using this site, to develop the design and layout of the site and for other administrative and planning purposes and generally to improve the service we provide to you.

Where applicable, cookies issued by the Company and/or third-party companies may be placed on your terminal with your consent. In this case, the first time you browse the Site, a banner explaining the use of cookies will appear. Before continuing to browse, customers and/or prospects must accept or refuse the use of cookies. Users may deactivate cookies at any time.

The following cookies are read and stored by the Site:

Google cookies :

- Google analytics: used to measure the Site's audience;
- Google tag manager: makes it easier to implement tags on pages and manage Google tags;
- Google AdSense: Google's advertising network that uses websites or YouTube videos as a medium for its ads;
- Google Dynamic Remarketing: used to offer dynamic advertising based on previous searches;
- Google Adwords Conversion: tool for tracking adwords advertising campaigns;
- DoubleClick: Google's advertising cookies for displaying banners.

You can refuse the Google cookie from this site: xxxxx

Facebook cookies :

- Facebook connect: allows you to log in using your Facebook account;
- Facebook social plugins: allows you to like, share and comment on content using a Facebook account;
- Facebook Custom Audience: allows you to interact with your Facebook audience.
- Weborama: enables to build a profile linked to your centers of interest based on your browsing on the Site, for analysis purposes and to provide you with personalized offers and services. You can refuse the Weborama cookie from this site: <https://weborama.com/privacy/>

How long is the data collected kept?

The Platform retains your data for as long as you are a member in order to provide you with its services or assistance.

To the extent reasonably necessary or required to satisfy legal or regulatory obligations, settle disputes, prevent fraud and abuse or enforce our terms and conditions, we may also retain your information, even after you have closed your account, for up to 36 months.

What are the purposes of the data processing carried out?

The personal data collected from users is used to provide and improve the Platform's services and to maintain a secure environment.

More specifically, the purposes of the processing are as follows:

- access to and use of the Site by the user ;
- managing the operation and optimisation of the Site;
- implementation of user support ;
- verification, identification and authentication of data transmitted by the user ;
- construction of marketing profiles for the purpose of personalizing services by displaying advertisements according to the user's browsing history and preferences;
- prevention and detection of fraud, malicious software and management of security incidents;
- managing any disputes with users;
- sending commercial and advertising information based on the user's preferences;
- organization of the conditions of use of the Payment Services.

How does the intelligent interface Iris work?

Please refer to the [general terms and conditions of the Site](#) for the description of the conversational bot, named "Iris," which is made available free of charge to Visitors and Members. Iris interfaces with the ChatGPT4 artificial intelligence service of [OpenAI](#), allowing Visitors and Members who wish to interact directly and anonymously with ChatGPT4.

Visitors and Members are informed and accept that:

- By using Iris, they transmit to ChatGPT4 the input data they enter at their discretion and responsibility, and OpenAI may use this data to respond to them and for training purposes.
- If they choose to use Iris, they are subject to the [general terms and conditions](#) and the [privacy policy of OpenAI](#), which they must comply with.
- In this context, the Company acts as the data controller for the data they enter directly into Iris or the data imported into Iris from their profile, if they consent, and for the output data.
- This data is then processed to provide them with personalized experiences and services according to the functionalities of Iris they choose to use (recommendations for reading, movies, museums, Works, assistance in choosing Works from the Site's Catalog, content creation assistance, etc.), without these processes involving automated decisions about them.
- Graphic creations that can be generated by a Member using ChatGPT4 via the Iris interface may be stored by the Member in their account on the Site.

- Apart from OpenAI and the Company for the proper functioning of Iris, Iris will not give access to the input and output data to any partner of the Company or any third party.
- They can exercise their rights over this data with the Company as detailed below.

What are the legal bases used?

The Company relies on the legal basis of contractual performance to respond to your requests related to the commercialization or purchase of artistic works, and on the legal basis of legitimate interest for other purposes defined above.

This legitimate interest particularly pertains to fraud detection, the satisfaction of Visitors and Members, and the Company's commercial prospecting. The Company ensures that this legitimate interest does not conflict with your rights and expectations.

The Company, along with its suppliers, requests your consent when it involves reading or writing personal data on an electronic device.

Right of access, rectification and removal of your data

Pursuant to the regulations applicable to personal data, users have the following rights as a result of their use of the Site and, if applicable, the Iris conversational bot:

- the right of access: users may exercise their right of access to their personal data by writing to the e-mail address given below. In this case, before exercising this right, the Company may request proof of the user's identity in order to verify its accuracy;
- the right of rectification: if the personal data held by the Company are inaccurate, they can request that the information be updated;
- the right of deletion of data: users may request the deletion of their personal data, in accordance with applicable data protection laws;
- the right to restrict processing: users can ask the Company to restrict the processing of personal data in accordance with the provisions of the RGPD;
- the right to object to the processing of data: users may object to their data being processed in accordance with the assumptions set out in the RGPD ;
- the right to portability: they may request that the Company return to them the personal data they have provided in order to transfer it to a new Platform.

You can exercise this right by contacting us at the following address:

36-40 Rue Raspail 92300 Levallois-Perret .

Or by email to : lbb@yourart.art

You can also contact our Data Protection Officer : Laurence Bonicalzi, lbb@yourart.art , who will be happy to answer any questions you may have about the protection of your personal data.

All requests must be accompanied by a photocopy of a valid, signed identity document and state the address at which the Company may contact the applicant. A reply will be sent within one month of receipt of the request.

In addition, and since Law no. 2016-1321 of 7 October 2016, individuals who so wish, have the option of organizing the fate of their data after their death. For more information on the subject, you can visit the CNIL website: <https://www.cnil.fr/>.

Users can also lodge a complaint with the CNIL on the CNIL website: https://www.cnil.fr.

We recommend that you contact us first before lodging a complaint with the CNIL, as we are entirely at your disposal to resolve your problem.

What are the categories of recipients of the data collected?

Personal data may be shared with third-party companies exclusively within the European Union, in the following cases:

- when the user uses payment services, the Company works with third-party banking and financial companies with which it has signed contracts in order to implement these services;
- when the user publishes information accessible to the public in the free comment areas of the Site;
- when the user authorizes a third party's website to access his/her data;
- when the Site uses the services of providers to deliver user assistance, such as for the Iris conversational bot, for advertising and payment services. These service providers have limited access to the user's data in order to provide these services and are contractually obliged to use it in accordance with the provisions of the applicable regulations on the protection of personal data;

- if required by law, the Company may transmit data in order to pursue claims against the Site and to comply with administrative and legal proceedings.

These cookies have a lifespan of thirteen months.