

## **Privacy Policy Art-Marco & ArtyArts**

**Last updated: 25/03/2026**

**At Art-Marco & ArtyArts (“we,” “us,” “our”), we respect your privacy and are committed to handling your personal information fairly, securely, and transparently. This Privacy Policy explains what we collect, why we collect it, how long we keep it, when we delete it, how cookies work on our site, and how you can contact us or complain.**

### **1. Who we are**

**Art-Marco and its Subsidiary ArtyArts is an online community for artists to share and sell artwork and participate in member activities.**

**Data controller / site operator:**

**Administrator/Founder - Mark East**

**Registered Address - Carlton Hayes, Meadow Green, Whitbourne. UK**

**Email: mark@art-marco.com**

**General contact: mark@art-marco.com**

### **2. What information we collect**

**We may collect the following categories of information:**

#### **Information you provide directly**

- **Name**
- **Email address**
- **Username or profile details**
- **Application materials**
- **Artwork, images, files, and descriptions you upload**
- **Messages, feedback, critiques, form submissions, and support requests**

- **Payment or membership details, if paid services are introduced**

#### **Information collected automatically**

- **IP address**
- **Browser type and version**
- **Device type**
- **Operating system**
- **Pages visited and time spent on the site**
- **Referral source**
- **Login and account activity**
- **Cookie identifiers and similar technologies**

### **Information from other sources**

- **Information from payment providers, fraud-prevention tools, analytics tools, or authentication providers, where applicable and only when required.**

### **3. Why we use your information**

#### **We use your information to:**

- **Process membership applications**
- **Create and manage member accounts**
- **Deliver community features, critiques, and artist services**
- **Communicate with you about your account or membership**
- **Moderate content and maintain community safety**
- **Improve site performance and user experience**
- **Maintain backups and security logs**
- **Comply with legal obligations**
- **Prevent abuse, fraud, spam, or misuse of the platform**

**We only use personal information where we have a valid reason to do so, such as your consent, performance of a contract, legitimate interests, or legal compliance.**

### **4. Artwork and member content**

**You retain ownership of the artwork and original materials you upload, subject to any separate content license terms stated in our Terms and Conditions.**

#### **We process uploaded artwork and critiques:**

- **to display them within the service,**
- **to facilitate critiques and member interaction,**
- **to maintain records of critique history where needed for the service,**
- **and to administer and improve community features.**

**We do not sell your artwork or personal information to advertisers.**

### **5. Retention: how long we keep data**

**We keep information only for as long as reasonably necessary for the purposes described above.**

#### **Typical retention periods may include:**

- **Membership applications not accepted: up to 12 months after decision, unless legal or security reasons require longer retention**

- **Active member account data:** for as long as the account remains active
- **Artwork uploads and critiques linked to active accounts:** while the account is active and for up to 12 months after closure unless earlier deletion is requested and feasible
  - **Support emails and administrative correspondence:** up to 24 months
  - **Security logs and technical logs:** typically 30 to 180 days
  - **Billing or transaction records:** up to 6 years where required by law
  - **Backups:** retained for a limited rolling period, for example 30 to 90 days

Where possible, we may anonymize data instead of deleting it outright, so it can no longer identify you.

## 6. Deletion rights and account closure

You may ask us to delete your personal data or close your account by contacting us at [mark@art-marco.com](mailto:mark@art-marco.com)

When a deletion request is received:

- we will confirm receipt,
- verify your identity where needed,
- review what data must be kept for legal, security, fraud-prevention, or record keeping reasons,
  - and delete or anonymise eligible data within 30 days, or explain why more time is needed.

Please note:

- critiques or discussion content shared with other members may not always be removable from other users' records immediately,
- limited backup copies may persist for a short period until backup rotation completes,
  - some information may be retained where required by law or to resolve disputes, enforce terms, or protect the service.

## **7. Your rights**

**Depending on where you live, you may have the right to:**

- **access the personal data we hold about you,**
- **correct inaccurate information,**
- **request deletion,**
- **object to certain processing,**
- **restrict processing,**
- **request transfer of your data,**
- **withdraw consent where processing is based on consent,**
- **complain to a data protection authority.**

**To exercise these rights, contact [admin@artmarco.com](mailto:admin@artmarco.com).**

## **8. Cookies and similar technologies**

**We use cookies and similar technologies to operate the site and understand usage.**

**Types of cookies we may use**

- **Strictly necessary cookies: required for login, security, forms, and core site functions**
- **Performance / analytics cookies: help us understand site traffic and usage**
- **Functional cookies: remember preferences such as language or display settings**
- **Security cookies: help detect abuse and protect accounts**

**We do not place non-essential cookies unless we have an appropriate legal basis to do so.**

**You can manage cookies through:**

- **our cookie banner or cookie settings tool, where available,**
- **your browser settings,**
- **device-level privacy controls.**

**Please note that disabling essential cookies may affect site functionality.**

## **9. Sharing of information**

**We may share personal information only where needed with:**

- **website hosting providers**
- **email delivery providers**
- **analytics providers**
- **payment processors**
- **cloud storage or backup providers**
- **professional advisers**
- **legal or regulatory authorities where required**

**All third-party service providers must process data only on our instructions and with appropriate safeguards.**

**We do not sell personal data.**

## **10. International data transfers**

**If your data is transferred or stored outside your home country, we will take reasonable steps to ensure appropriate protection measures are in place, such as contractual safeguards or reliance on lawful transfer mechanisms where required.**

## **11. Security**

**We use reasonable technical and organisational measures to protect information, such as:**

- **access controls**
- **password protection**
- **encrypted connections (HTTPS)**
- **limited admin access**
- **logging and monitoring**
- **backup and recovery procedures**

**No online service can guarantee absolute security, but we work to reduce risk and respond appropriately to incidents.**

## **12. Children's privacy**

**Our services are not intended for children under 16. We do not knowingly collect personal information from children below the applicable minimum age. If you believe a child has provided us data in error, contact us and we will investigate and delete it where appropriate.**

### **13. Complaints and contact procedures**

**For privacy questions, access requests, correction requests, deletion requests, or complaints, contact:**

#### **Privacy Contact**

**Email: [mark@art-marco.com](mailto:mark@art-marco.com)**

**We aim to acknowledge privacy complaints within 7 days and provide a substantive response within 30 days.**

**If you are dissatisfied with our response, you may complain to your local data protection authority.**

### **14. Changes to this policy**

**We may update this Privacy Policy from time to time. We will post the updated version on this page and update the “Last updated” date. Where changes are material, we will take reasonable steps to notify users.**