

# PRIVACY POLICY

**Effective Date: 2024-06-01**

At **id.art**, we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal data when you use our website <https://id.art> (the “Website”) and any services provided through it.

By accessing or using **id.art**, you agree to the terms of this Privacy Policy.

## 1. Who We Are

**id.art** is a platform developed by **US Creative Ideas LLC** that enables users to create, manage, and share digital art identities and portfolios.

## 2. Information We Collect

We collect the following types of personal data:

### a. Information You Provide

- Full name
- Email address
- Username and password
- Profile information (e.g., biography, artworks, links)
- Communication content when contacting support

### b. Information We Collect Automatically

- IP address
- Device type and browser
- Usage data (e.g., pages visited, actions taken)
- Cookies and tracking technologies (see our [Cookies Policy](#))

### c. Information from Third Parties

- Authentication providers (e.g., Google, Apple, etc.)
- Analytics tools (e.g., Google Analytics)

## 3. How We Use Your Information

We use your data for the following purposes:

- To provide and maintain our services
- To create and manage your user account
- To personalize user experience
- To respond to inquiries and offer support
- To improve the functionality and security of the platform
- To send service updates and relevant notifications
- For marketing purposes (with your consent, if required)
- To comply with legal obligations

#### 4. Legal Basis for Processing (GDPR Users)

We process your personal data based on the following lawful grounds:

- **Consent** (e.g., newsletter sign-up)
- **Performance of a contract** (e.g., creating and managing your account)
- **Legal obligation** (e.g., tax or regulatory compliance)
- **Legitimate interests** (e.g., analytics, preventing fraud)

#### 5. Sharing Your Information

We do **not sell** your personal data. However, we may share it with:

- **Service providers** (e.g., cloud hosting, analytics tools)
- **Legal authorities** if required by law
- **Business transfers** in case of a merger or acquisition
- **Affiliated platforms** with your consent

All third parties are bound by confidentiality and data protection agreements.

#### 6. International Transfers

If you are located in the EU/EEA, your data may be transferred outside of your region. In such cases, we ensure appropriate safeguards (e.g., Standard Contractual Clauses) are in place to protect your data.

#### 7. Data Retention

We retain your personal data only for as long as necessary for the purposes outlined in this policy, or as required by law. You may request deletion of your data at any time.

#### 8. Your Rights

Depending on your jurisdiction, you may have the following rights:

##### **For EU/EEA Users (under GDPR):**

- Right to access
- Right to rectification
- Right to erasure (“right to be forgotten”)
- Right to restrict processing
- Right to data portability
- Right to object
- Right to lodge a complaint with a supervisory authority

##### **For California Users (under CCPA):**

- Right to know what data we collect
- Right to request deletion
- Right to opt-out of the sale of personal information
- Right to non-discrimination

To exercise your rights, please contact us at: [support@id.art](mailto:support@id.art)

## **9. Children's Privacy**

Our services are not intended for individuals under the age of 13 (or 16 in the EU).

## **10. Security of Your Data**

We implement appropriate technical and organizational measures to protect your personal data, including encryption, access control, and secure data storage.

## **11. Updates to This Policy**

We may update this Privacy Policy from time to time. If we make significant changes, we will notify you through the Website or by email.

## **12. Contact Us**

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

**Email:** [support@id.art](mailto:support@id.art)

**Website:** <https://id.art>

### **US Creative Ideas LLC**

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