Cookie Policy - Singulart (EN)

Singulart

Cookie Policy

Which cookies we use on Singulart, and how to manage them

Last updated: 3 November 2026

ℹ️ **Courtesy translation.** This English version is provided for information only. The French version is the only legally binding version; in the event of any discrepancy, the French version prevails.

Singulart

- 1. Purpose
- 2. What is a cookie?
- 3. The cookies we use
  - 3.1 Strictly necessary cookies
  - 3.2 Functionality cookies
  - 3.3 Audience and performance measurement
  - 3.4 Advertising and marketing cookies
  - 3.5 Payment and embedded content
  - 3.6 Local storage and other technologies
- 4. How your consent is collected and respected
- 5. How to manage your preferences
- 6. Processors and transfers
- 7. Updates to this policy
- 8. Contact

1. Purpose

This Cookie Policy explains which cookies and similar technologies are used on Singulart (www.singulart.com), why, and how you can manage your

preferences. It supplements Singulart's Privacy Policy, which describes more broadly how your personal data is processed.

2. What is a cookie?

A cookie is a small text file placed on your device while you browse, which allows a website to recognize your device and remember certain information. We also use similar technologies, such as the browser's local storage (section 3.6).

3. The cookies we use

3.1 Strictly necessary cookies

These cookies are essential for the site to work (login, cart, payment, remembering your choices) and do not require your consent.

Purpose	Set by	Duration
Session: keeping you logged in, keeping your cart if you are not logged in, and securing forms	Singulart	Browser session
"Keep me logged in": logging you back in automatically, only if the option is checked when you log in. It is unchecked by default, except in the login window offered during checkout, where it is checked.	Singulart	6 months
Trusted device: if two-factor authentication is enabled, not asking you for a code again on a device you have already confirmed	Singulart	60 days, extended at each login
Browsing identifier: remembering your cookie choice, linking your page views, recognizing your browser from one visit to the next, assigning you to a version during an A/B test, keeping your favorites when you are not logged in and, if we have identified you (account, email address left on the site, link received by email), linking your visits across your different devices	Singulart	1 year, renewed at each page view
Campaign attribution: keeping the marketing campaign or the website through which you	Singulart	1 year, renewed at each page view

Purpose	Set by	Duration
arrived, to measure the effectiveness of our campaigns		
Load balancing: keeping you on the same server while you browse	Singulart and Amazon Web Services, our hosting provider	1 year (Singulart), 7 days (Amazon Web Services)
Protection against bots and attacks (firewall)	Amazon Web Services	4 days
Chosen language and currency	Singulart	1 year
Currency and country detected from your approximate location, to display consistent prices and shipping costs. The stored value contains your IP address or a hash of it.	Singulart	1 year (currency), 2 hours (country)
Access to a private sale when you arrive through its invitation link	Singulart	until the end of the sale, or 30 days if it has no end date

The browsing identifier and campaign attribution are set from your very first page, whatever your choice.

The **account creation** forms, as well as the verification page shown in the event of suspicious behavior, also use **Google reCAPTCHA**, which may set its own cookies without your consent, for the security of the site.

3.2 Functionality cookies

These cookies remember display choices you have made. They are set by Singulart, are not used for any measurement or advertising, and do not require your consent.

Purpose	Duration
Room chosen for the "Discover in interiors" preview of an artwork	30 days
Opening or closing of the search filters panel	Browser session
No longer offering to add Singulart to your phone's home screen once you have answered	3 weeks

3.3 Audience and performance measurement

These cookies and tools allow us to measure traffic to and use of the site and its search, as well as how fast pages load. They are only activated with your consent to performance cookies.

- **Google Tag Manager** is loaded on every page and passes your choice to Google Consent Mode v2, which applies it to **Google Analytics** and Google's other tools. In the countries where the banner is displayed, this choice is set to "denied" until you have answered: Google Analytics then sets no cookie, and Google only receives a measurement without any cookie or identifier.
- **Algolia**, our search engine, measures the results displayed and clicked in the quick search, only with your consent. This measurement sets no cookie; its library is then loaded from the **jsDelivr** service.
- **SpeedCurve** measures the real loading speed of our pages, only with your consent.
- **Microsoft Clarity** is only loaded if you have accepted both performance cookies and targeting cookies (section 3.4), because it also sets a Microsoft identifier used for advertising purposes. It only runs on the English version of the site, and only for some visitors.

Purpose	Set by	Duration
Google Analytics, through Google Tag Manager: measuring audience, page views and conversions	Google	13 months
Algolia: measuring the use of the quick search	Algolia	no cookie
SpeedCurve: measuring the real loading speed of our pages, in order to fix the slow ones	SpeedCurve	30 minutes
Microsoft Clarity: understanding how the site is used from your clicks, your scrolling and your path. Clarity also sets a Microsoft identifier, the same on its domains and on Bing's.	Microsoft	10 minutes to 13 months

3.4 Advertising and marketing cookies

These technologies are set by Singulart and by its advertising partners. With your consent to targeting cookies, they are used for ads personalization, to show you Singulart ads matching your interests on other sites, as well as to serve non-personalized ads, to measure the effectiveness of our campaigns and to attribute to them the purchases and sign-ups that result from them. This

consent covers all advertising purposes: advertising storage, user data and personalization.

Some events, such as adding to cart, a request or a purchase, are also sent to Meta from our servers (Conversions API), with the same consent. They come with your email address, your phone number and your first and last name in hashed form, an identifier of your account or your browsing, also in hashed form, Meta's ad click identifiers, your IP address and your browser.

For Google Ads enhanced conversions, your email address, your phone number and your first and last name are also made available to Google Tag Manager in hashed form, on certain pages and during certain actions. Google Tag Manager only sends them to Google with your consent. To learn how Google uses the data collected on its partners' sites, see business.safety.google/privacy.

Only the **HubSpot** script is loaded without asking for your consent: it runs the site's live chat on every page, and also loads HubSpot's visit tracking code. Regardless of your cookie choices, when we know your email address, our servers also send HubSpot, our CRM, your activity on the site to personalize our emails and our support communications, as described in the Privacy Policy (section 3.1).

Purpose	Set by	Duration
Meta pixel and Conversions API: measuring conversions from our campaigns on Facebook and Instagram, and showing you Singulart ads there	Meta	90 days
Google Ads, through Google Tag Manager: measuring conversions from our Google campaigns and showing you Singulart ads	Google	15 minutes to 90 days on our domain, up to 13 months for the cookies Google sets on its own domains
Microsoft Advertising (Bing), through Google Tag Manager: measuring conversions from our campaigns on Bing	Microsoft	1 day to 13 months
HubSpot: running the site's live chat and tracking your visits for our support and marketing communications.	HubSpot	30 minutes to 6 months

To learn more and manage your advertising preferences directly with these partners: Meta and Google.

3.5 Payment and embedded content

Some pages use third-party services that may set their own cookies, on their own domain. None of these services is subject to your consent:

- **Payment: Stripe**, **PayPal** and, for visitors located in the United States who pay in dollars, **Affirm**, loaded at checkout and on some other pages (artwork pages, cart, saved payment methods), to process the payment and prevent fraud.
- **Address entry: Google Maps**, at the shipping address step, for address suggestions.
- **Customer reviews:** the **Google Customer Reviews** module, on the order confirmation page. It receives your email address, the order number, the delivery country and an estimated delivery date, to offer you a survey from Google about your purchase.
- **Videos, posts and forms: YouTube**, **Vimeo**, **Instagram** and **Typeform**, on some pages. Typeform receives the identifier of your browsing session.

Technical errors occurring in your browser are also reported to our monitoring tool (**Sentry**), without cookies.

3.6 Local storage and other technologies

The site also keeps in your browser (local storage and, on search pages, the cache of a "service worker") display preferences, such as your latest searches or the suggestion windows you have closed, as well as some pages, to display them faster. We record on our servers, with the browsing identifier (section 3.1), the display and closing of certain suggestion windows.

4. How your consent is collected and respected

A consent banner is shown to you on your first visit. You can accept or refuse all at once there, or refine your choice from the preferences page ("Privacy center"), in two categories: **performance cookies** (audience measurement, section 3.3) and **targeting cookies** (advertising, section 3.4). Until you have answered, both categories appear checked there.

This banner is displayed to visitors located in the European Union, in the European Economic Area, in the **United Kingdom**, in **Switzerland** and in **California**. For visitors located elsewhere, or whose country we could not determine, no choice is offered: all the technologies described in this policy are activated, and a choice made from the preferences page is not taken into account.

Your choice, including a refusal or a later withdrawal, is recorded on our servers with the browsing identifier (section 3.1). It is respected on your next visits from the same browser for as long as this identifier exists, that is, until a year has passed without a visit or until you clear your cookies; you are then asked again. If we have identified you (account, email address left on the site, link received by email), the choice recorded on one of your devices also applies to your other devices.

If you use the Singulart iOS app in one of these countries, the choice you make in Apple's tracking window ("Allow the app to track your activity") applies to both categories. Elsewhere, as on the site, it is not taken into account.

Refusing non-essential cookies does not prevent you from browsing the site, creating an account or buying an artwork. Until you have answered, the tools subject to consent are not loaded: only Google Tag Manager and HubSpot are. Before your answer, the Consent Mode default settings deny all purposes in the countries where the banner is displayed, and Google only receives a measurement without any cookie or identifier.

If you are logged in to your account, or we have already identified you, without your having answered, the banner is not displayed. The tools subject to consent then remain inactive, and you can make your choice from the link described in section 5.

5. How to manage your preferences

If you are in one of the countries where the banner is displayed, you can change your preferences at any time through the **"Privacy Center"** link available at the bottom of every page. Elsewhere, this link is not displayed.

You can also set your browser to block or delete cookies; strictly necessary cookies cannot, however, be disabled without affecting how the site works.

6. Processors and transfers

The providers that set or read these cookies on our behalf, or that receive the data they make it possible to collect, are **Google** (audience measurement, tag management, advertising, bot protection, address entry, customer reviews, YouTube videos), **Meta** (advertising, Instagram posts), **Microsoft** (analysis of site use with Clarity, Bing advertising), **HubSpot** (live chat and support and marketing communications), **Algolia** (search engine) and **jsDelivr** (delivery of Algolia's measurement library), **SpeedCurve** (performance measurement), **Stripe**, **PayPal** and **Affirm** (payment), **Vimeo** and **Typeform** (embedded content), **Sentry** (error reporting), as well as **Amazon Web Services** (hosting and protection of the site).

To learn how Google uses the data collected on its partners' sites, see business.safety.google/privacy.

Some of these providers are established outside the European Economic Area. The safeguards applicable to these transfers are described in the "Who we share your data with" and "Transfers outside the European Union" sections of Singulart's Privacy Policy.

7. Updates to this policy

We may update this Cookie Policy from time to time. We will publish the updated version on this page. The version in force is the one published on the date of your visit.

8. Contact

For any question about this Cookie Policy: privacy@singulart.com.