Privacy Policy - Singulart (EN)

Singulart

Privacy Policy

How Singulart processes your personal data

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> 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

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1. Who we are

This Privacy Policy explains how **SINGULART**, a French simplified joint-stock company (société par actions simplifiée) whose registered office is at 25 rue du Petit Musc, 75004 Paris, registered with the Paris Trade and Companies Register under number 827 756 495 ("Singulart", "we"), processes your personal data when you use its art marketplace, www.singulart.com, and its iOS app.

Singulart is the **controller** of the data described below, with one exception: for the performance of a sale, the artist or gallery selling the artwork is the controller of the buyer's data, and Singulart processes it on their behalf (section 3.3).

For any question about this policy or about your personal data, write to us at privacy@singulart.com.

2. Who this policy applies to

It applies to the people whose data we process on Singulart:

- **visitors** to the site, logged in or not;
- **customers** who create an account, buy an artwork, make an offer or send us a request, including the interior designers and interior architects registered with our **trade program**;
- **subscribers** to our communications.

Artists and galleries selling on Singulart are informed of the processing of their data in their own terms.

3. What data we collect and why

3.1 Your browsing

When you browse the site, we record your IP address, information about your browser and its languages, your approximate country (inferred from your IP

address), your display language and currency, your cookie choices, where your visits come from (originating site, campaign) and the pages you view. We also record your searches, the artworks you have hidden, the version shown to you during our A/B tests, and the artworks and prices you have viewed.

When you identify yourself (login, form, link in one of our emails), we link your browsing to your email address, including across your different devices.

The artworks and techniques you view, your favorites, your cart and the artists you follow are sent:

- to our email provider, **Customer.io**, to choose and personalize the emails related to your activity (section 5). Your browsing is sent to it even before you have given us your email address, and is linked to that address when you give it to us;
- to our CRM, **HubSpot**, together with the artists whose page you view, when we know your email address, to personalize our emails and our support communications.

The HubSpot script, loaded on every page for the live chat, also records the pages you view under a cookie identifier, as described in the Cookie Policy (section 3.4).

Advertising measurement. When you add an artwork to your favorites or to your cart, send us a request or make a purchase, we send this action to our advertising partners, together with, if we know them, your email address, your phone number and your first and last name in hashed form. In the countries where the cookie banner is displayed, we only do so with your consent to targeting cookies (Cookie Policy, section 4). Meta also receives from our servers an identifier of your account or your browsing, also in hashed form, your IP address and your browser. The details are set out in our Cookie Policy.

Purposes: operating and securing the site, measuring its audience, attributing visits and purchases to our campaigns, testing and improving our services, personalizing the display and our emails (sections 4 and 5). **Legal basis:** our legitimate interest; your consent for the cookies and trackers that require it (see the Cookie Policy).

3.2 Your account

When you create an account, we collect your email address, your first and last name and your password (stored in hashed form), as well as the language and currency of the site. You can add your phone number from your profile.

If you log in with **Google**, **Facebook** or **Apple**, we receive from that service your email address, your first and last name and an identifier of your account with it. If a Singulart account already exists with this email address, the login is linked to it.

Purposes: creating and securing your account, authenticating you. **Legal basis:** performance of the contract.

3.3 Orders, delivery and payment

When you place an order, we collect your first and last name, your email address, your phone number, your shipping and billing addresses (including, where applicable, your company and your VAT number), your delivery instructions, as well as the content, the amount and the payment method of your order. For a gift card, we also record the name and email address of its recipient and, where applicable, your message.

Your card details are entered directly with our payment provider, **Stripe**: we do not keep them, and if you choose to save your card, it is Stripe that keeps it. If you pay with **PayPal**, we send it your name and your shipping address; if you pay directly from your cart with PayPal, **Apple Pay** or **Google Pay**, that service sends us your name, email address and addresses. In the United States, **Affirm**, which offers payment in installments, receives your name, addresses, phone number and email address, and makes the financing decision itself.

When you enter an address, what you type is sent to **Google Maps**, which suggests addresses to you. To deliver your artwork, we send your name, address and phone number to our carriers and shipping platforms, including **DHL Express** and **Packlink**.

On Singulart, the artist or gallery is the sole seller of the artwork: Singulart collects the price, issues the invoice **in the seller's name** and organizes the delivery on their behalf. In their account, the seller sees your first and last name (or, failing that, your email address) and your delivery country. The invoice issued in their name shows your name, billing address, phone number and email address, and the shipping document your delivery name, address and phone number. They may only use this information to perform the sale and comply with their legal obligations.

Your order is recorded in our CRM, including when you have started it without completing it.

After your purchase, a **Google Customer Reviews** window offers to send you a survey about your order. To display it, we send Google's module your email address, the order number, the delivery country and an estimated delivery date. Google only writes to you if you accept.

Purposes: performing and delivering your order, managing payments, refunds and returns, complying with our accounting and tax obligations. **Legal basis:** performance of the contract; legal obligations.

3.4 Your requests and exchanges with us

When you make an offer on an artwork, ask a question, request framing advice or art advisory support, ask us to sell an artwork for you or contact us in any other way, we collect your email address, where applicable your phone number, your message, the amount offered and the attached information (for example the photos and characteristics of an artwork you wish to sell). We also record your approximate country. The seller receives your offers without your identity: their amount, their date and your country.

In the request forms on artwork pages and in your favorites, what you type is saved as you go, before you send the form.

If you ask us to sell an artwork for you, we may pass your request on to trusted resale partners, as stated in the form.

If you use the **"See it in your home"** preview, we record the photos of your room and the dimensions of your wall. For your **reviews**, we collect your ratings, your messages, your photo if you add one, and your consent to be published (with your first name, your city and your photos) or to be contacted again. The reviews and testimonials published on the site, including those posted on Trustpilot, are automatically translated.

Your requests, your offers and your reviews are recorded in our CRM. Some questionnaires are provided by **Typeform**, and the site's live chat by **HubSpot**.

If you have given us a mobile number, we may send you text messages: a reply to your offer, the availability of an artwork, new photos of an artwork.

Purposes: answering your requests, assisting you with your purchase, publishing reviews and improving our services. **Legal basis:** pre-contractual measures taken at your request, including the transfer to resale partners; our legitimate interest; your consent for the publication of your review.

3.5 Favorites, follows and alerts

We record the artworks you add to your favorites, the artists you follow, your saved searches and your alert preferences. If we already know your email address, adding an artwork to your favorites or to your cart, sending us a request about an artwork or placing an order **automatically subscribes you to the artist's new works**, according to your alert preferences. If you share your favorites list, the sharing link shows your first name.

Purposes: letting you find the artworks and artists you are interested in, and informing you of their new works. **Legal basis:** performance of the contract; our legitimate interest.

3.6 Trade program

The interior designers and interior architects who apply to join our program give us their contact details, information about their company and their projects and, if they wish, their resale certificate. Our team reviews each application. Once the application is accepted, the account is marked as professional: it gives access to reserved discounts and is not eligible for certain general discounts (section 4).

Legal basis: pre-contractual measures; performance of the contract.

3.7 Customer service

Your exchanges with our team, by email, through the site's live chat or by phone, are managed in our CRM. Service providers, including artificial intelligence tools, help us handle your requests: to do so, they receive your first and last name and the content of your exchanges with us.

Legal basis: performance of the contract; our legitimate interest.

3.8 Security and technical logs

To protect the site against fraud and abuse, we detect automated traffic, use a web application firewall and **Google reCAPTCHA**, and may refuse certain email addresses in our contact forms. Our servers record technical logs, and technical errors are reported to our error monitoring provider, **Sentry**, with the data of the request concerned, including your IP address, your logged-in account and the content of the form sent.

Legal basis: our legitimate interest in securing the site.

3.9 Mandatory information and source of the data

The mandatory information in a form is the information without which the form cannot be sent: without it, we cannot create your account, process and deliver your order or answer your request. The rest is optional.

We receive most of your data from you. The rest comes from the buyer of a gift card, for its recipient, and from Google, Facebook or Apple, if you use them to log in.

4. Personalization, profiling and automated decisions

What we infer from your browsing. From the prices of the artworks you view, we estimate the price range you are interested in; for our emails, we also take into account the price of your previous purchases. We also determine whether you have already bought on Singulart or on select.art, and your usual delivery country. This information is used to **rank and recommend the artworks** shown to you on the site and in our emails, to display prices including delivery to your country, to adapt the home page, and to determine whether you can benefit from certain discounts. It does not change the price of the artworks.

Targeted discounts. Some discounts are reserved for certain visitors, depending on their country, their customer status, their recent subscription to the newsletter, their professional status, the version of an A/B test or an invitation link to a private sale. When an artist offers a discount on their artworks, we inform by email the people who follow the artist or have one of their artworks in their favorites.

Automatic replies to offers. When you make an offer on an artwork, it may be processed automatically: an offer close to the price may be accepted, and a lower offer may receive a counter-offer calculated according to the price of the artwork. You are informed by email and, if you have given a mobile number, by text message. This processing never refuses an offer: it accepts it or proposes a price. The seller, for their part, may refuse it.

These processing operations have no legal effect on you and do not change the price of the artworks. If the automatic reply to your offer does not suit you, you can ask a member of our team to review it, by writing to us (section 11).
Legal basis: our legitimate interest in showing you relevant artworks and offers.

5. Marketing communications

Newsletter. You can subscribe to our newsletter from the site, when you sign up or when you place an order. When you buy an artwork, we also subscribe

you to it fourteen days after its delivery, unless you have unsubscribed from all our emails.

Emails related to your activity. As soon as you have given us your email address, whether to create an account, ask a question, make an offer, follow an artist or place an order, we may send you emails related to your activity on the site: cart reminders, artworks viewed or added to your favorites, new works by the artists you follow, discounts, selections and recommendations. When you create an account with an email address and a password, you are subscribed to these emails, whatever your choice for the newsletter.

Unsubscribing. Each email contains an unsubscribe link. From your account, the **"Notification preferences"** page lets you choose the frequency of alerts and the types of emails you receive, or turn them all off. The messages needed for your account and your orders (confirmation, delivery, security) are not marketing messages and are always sent to you.

Email tracking. Our emails are sent by a specialized provider, **Customer.io**, which may measure their opening and the clicks. To choose and personalize these emails, we send it your email address, your first and last name, your language, your country, your phone number if you have given it, your preferences and your activity on the site: artworks viewed, favorites, carts, artists followed, offers and purchases (section 3.1).

Legal basis: your consent for the newsletter or, if you are a customer, our legitimate interest in informing you of artworks similar to those you have bought; our legitimate interest for the emails related to your activity.

6. Who we share your data with

We do **not** sell your personal data. We only share it with:

- **the artist or gallery** from whom you buy an artwork, or to whom you make an offer, for the information described in sections 3.3 and 3.4;
- **select.art**, a marketplace operated by Singulart on the same system, for your purchase history (section 4);
- **resale partners**, if you ask us to sell an artwork for you (section 3.4);
- our **service providers**, who process your data on our behalf;
- the **authorities**, where the law requires it.

Our service providers fall into the following categories:

- **hosting, infrastructure, monitoring and security**: including **Amazon Web Services** (hosting and firewall) and **Sentry** (error monitoring);
- **payment**: **Stripe**, **PayPal** and, in the United States, **Affirm**;
- **delivery**: including **DHL Express** and **Packlink**;
- **emails, text messages, CRM, forms and customer service**: **Customer.io** (emails), **HubSpot** (CRM and live chat), **OVH** (text messages), **Typeform** (questionnaires), as well as phone number verification and link shortening services for our text messages;
- **address suggestions, site search and recommendations**: **Google Maps**, **Algolia** and **Amazon Web Services**;
- **translation and artificial intelligence**, for customer service and the translation of reviews;
- **login**: Google, Facebook and Apple, if you choose to log in with them;
- **audience measurement and advertising**, subject to your consent where it is required (see the Cookie Policy): **Google** (Google Analytics, Google Ads, Google Tag Manager), **Meta** (Facebook, Instagram), **Microsoft** (Microsoft Advertising, Clarity) and **HubSpot**.

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

7. Transfers outside the European Union

We host our data **in the European Union**.

Some of our service providers may process your data **outside the European Economic Area**, notably in the United States: in particular HubSpot, Customer.io, Stripe, PayPal, Affirm, Google, Meta and Microsoft, as well as some of our artificial intelligence providers. We then rely on the safeguards provided for by the GDPR: the provider's certification under the **EU-US Data Privacy Framework** and, failing that or in addition, the European Commission's **Standard Contractual Clauses**.

You can ask us for the list of these providers and a copy of these safeguards, at the address given in section 11.

8. How long we keep your data

Data	Retention period
Browsing: visits, page views, searches, IP address, cookie choices	13 months
Prospects: newsletter subscribers without a purchase, requests and offers not followed up, abandoned carts	3 years after the last contact
Inactive customer account	3 years after the last activity
Orders and invoices	10 years (Article L123-22 of the French Commercial Code)
Exchanges with customer service	3 years after the request is closed
"See it in your home" photos	until the account is deleted, and at most 13 months
Published reviews	for as long as they are published
Technical logs	1 year at most
Objection list (unsubscriptions)	for as long as necessary to respect your objection

At the end of these periods, your data is deleted or anonymized. If you delete your account, section 11 describes what is erased and what is kept.

9. Cookies

We use cookies and similar technologies to run the site, remember your preferences, measure audience and, with your consent where it is required, measure and personalize our advertising. How they work, how long they last and how to manage them are described in our **Cookie Policy**.

10. Security

We take technical and organizational measures to protect your data, including the encryption of communications, password hashing, the two-factor authentication offered for accounts and a web application firewall. In the event of a data breach likely to present a risk to your rights, we will notify the CNIL, the French data protection authority, and, where necessary, you.

11. Your rights

Subject to the conditions laid down by the GDPR and the French Data Protection Act (loi Informatique et Libertés), you can:

- access your data and obtain a copy of it;
- rectify it;
- erase it;
- restrict certain processing or object to it, in particular to direct marketing;
- obtain the portability of the data you have provided to us;
- withdraw your consent at any time, without affecting the processing already carried out;
- set out instructions regarding what happens to your data after your death.

What you can do yourself:

- **Rectify your data** from your account.
- **Manage your emails** from the "Notification preferences" page or the unsubscribe link in each email.
- **Manage your cookies** from the "Privacy Center" link at the bottom of the page, in the countries where the cookie banner is displayed.
- **Clear or turn off the history of the artworks you have viewed** from your account. Clearing applies to the device you are using.
- **Delete your customer account** from your profile. Your account is then deactivated; your first and last name, your email address, your phone number, your password and your Google and Facebook login identifiers are anonymized or erased, as well as your unpaid carts and their addresses; your contact is deleted from our email provider and archived in our CRM. We keep your paid orders, which our accounting obligations require, and your email address in our objection list, so that we no longer write to you. To have your other data erased (requests, favorites, "See it in your home" photos, browsing), write to us.

For any other request, write to us at privacy@singulart.com. We may ask you to prove your identity, and will reply within one month. If you believe that your rights are not respected, you can lodge a complaint with the **CNIL** (www.cnil.fr).

12. Minors

Singulart is intended for adults. We do not check age at sign-up and do not knowingly collect data concerning minors. If you believe that a minor has provided us with data, contact us so that we can delete it.

13. Changes to this policy

We may update this Privacy Policy from time to time. We will publish the updated version on the site, with its date. The version in force is the one published on the date of your use of the site.