

Privacy Policy

1 About:

We could claim your privacy is very important to us: to be frank writing docs like these is not our favourite job. We do it because we need to. Most of us don't even read them anyways. But that is not you! Glad to see you here taking the time for this. At least the hard work we put in this document wasn't in vain.

Let us guide you through:

The intention behind this document is to show you how we collect and use your personal information. It applies to our website, software tools and any other solutions we create while working on our mission. By using our tools and services you consent to the policies and practices in this Privacy Policy.

Which is the lengthy version of: If you don't agree, don't use our services. Welcome to our kingdom and the internal policies of 21 Muses, organisation under creation, for now represented here by Be Brave BV, registered in Belgium under company number BE92 3631 9826 6323.

2 Personal information:

Personal data:

You would like to use our services and we would like you to too: To be able to create an account for you and deliver you value we will need to keep track of some of your personal data. For your account info we save things like name, email, artist name.

If you upload works we will save things like title, artist, category, dimensions, materials, pictures, number of visits number of hearts/likes.

Cookies:

Of course we use cookies, the ones that computers love to devour: and that help us save tiny bits of information to improve our interaction

with you. They allow us to get insights that might prove useful to you and us and together to realise our mission.

We use cookies to make it easier for you to login, and for you to save your favourite works.

We keep track of your device information so that we know what device you surf from, could be handy if we want to show you a mobile version to navigate easier from a smartphone or solve that software bug that we only seem to find on that smartphone brand you happen to surf from.

Location info:

We save location information so we can show you works from a specific country or show you which countries most of your fans come from. Or where your works are being scanned.

Server logs:

We use server log information to help us improve our tools and services to you. We keep them for a while but of course that all costs money so we will limit the amount of (historical) data to what we estimate to be useful.

Correspondence:

We want to be able to service you that is why we save information about our interactions with you. If you communicate with others via our platform we also save that info so that if you have a question about this later we can better help you out. And we can proactively give feedback and support you in your interaction with each other and with us.

3 How we use your data:

The idea is we use the data to help you and help us.

By for example:

- Provide you with our Software and tools
- Help improve our tools and develop new functionalities and solutions
- Provide you with information you might find interesting like new works of your favourite artists
- Monitoring usage of the services
- Carrying out security checks
- Understanding usage and visitor trends
- Create aggregated and anonymized data sets

- Investigate legal claims, infringements or other possible misuse of
- Filter out the rotten fruit
- Communicate with you and respond to your requests

Of course our team will see some of your data. But even there some see more than others. Why show data that one does not need to see. Seeing a few leaves on a tree is fun but if your front window is covered by an overload of leaves that is another thing. I know it is getting late.. And time to plan an Autumn Holiday.

4 Sharing with others : Outside our kingdom:

We might like to think we make the rules but we still need to listen. Of course we listen to nature but we also listen to our local authorities: if they show us with good arguments that they need access to your data we will disclose them.

There is very little we achieve alone. The same goes for us: we work together with many partners and tools to bring you our platform. Some of your data might therefore also have to be shared with those partners so that together we can supply you with our services and keep on improving them.

5 Security:

It is in the interest of all parties involved that what we do happens in a secure manner. We do our best to keep your and our data safe. To do that we do things like encrypt certain data, periodically review information and restrict the info people see to what we estimate to be relevant for them.

6 Storage:

We keep data only for as long as they are relevant. We don't want our fridge to be filled with food we can't eat.

7 Marketing:

We might send you material to promote services or functionalities or certain expositions artists or other info we think you might find interesting too. If we are certain you won't there is no use sending it. None of us likes spam.

8 International (Data) transfer:

Most of our tools are accessed through what is called the world wide web. And we like to look at ourselves as a global company. This means some of your data might fly over or under some countries to another part of the globe. Other countries have other laws. However privacy is governed by this privacy policy.

If we need to have conversations about them we prefer to do that in the courts of Antwerp in Belgium.

9 Rights regarding your information:

Of course you can delete your account if you wish to do so. Most info you can change yourself via our websites and software tools under your account.

If you come across any personal information that you can't seem to change or delete yourself contact us:

10 Contact:

Feel free to send us your feedback via : info@21muses.art and we will look for someone to assist you.