

# Privacy policy

This Privacy Policy is declared by dloop Ltd., located at Dammweg 16, 6300 Zug, Switzerland.

## Introduction

By accessing or using the Platform or Website You accept and undertake to be bound by Privacy Policy and Terms of Service. If You do not accept this Privacy Policy, do not access and/or use the Platform or Website..

Before You use our Services, if You have any questions relating to these Privacy policy or Terms of service, please contact Us through the email address:

**support@noow.art**

## DEFINITIONS

**“Account”** means the account registered with the Platform, which account shall include complete and accurate information establishing the identity, contact, and payment details for each Collector, Collector, and Artist, as applicable.

**“We/Us”** — means dloop Ltd., located at Dammweg 16, 6300 Zug;

**“Website”** — means the websites governed by Us and located at [https://\\*.noow.art](https://*.noow.art), [www.noow.art/](http://www.noow.art/), app.noow.art, or any other URL, which may replace it;

**“Platform”** - means the application governed by US and available on Swisscom TV or Android Playstores.

**“You”** — means a User of the Website and or User of the Platform

**“Users”** — means the Users of the Website and or Platform collectively;

**“Cookies”** — means small text files which Our Website places on Your computer's hard drive to enable information about Your browsing session and to identify Your computer;

**“Personal Information”** — means the information provided by You as well any information regarding behavior on the Website.

## **GENERAL PRINCIPLES**

We are committed to protecting the privacy of Our Users. Information about You will not be disclosed to any third party. We will not share Your Personal Information with third party that we acquired unless allowed by You or otherwise provided by law. We may share the information we collect with third parties who need to access it in order to do work on our behalf, including doing things like helping us make the App available, or providing analytics services for us. We work hard to ensure that these third parties only access and use your information as necessary to perform their functions.

At the beginning of a session on the Platform, each User is assigned with a cookie and/or refresh and access tokens for identification. For the purpose of providing security. We also collect IP addresses from Users accessing the Platform or Website.

On Your computer We might store the Cookies of Google Analytics (analysis of Website visits).

All the above mentioned information, except Cookies, is stored permanently. Session Cookies are stored only for the duration of the visit and are deleted upon User inactivity. Persistent Cookies are stored on the Visitor's computer.

Same applies to access tokens and refresh tokens on the platform. As long as the user is logged in.

## **INFORMATION WE COLLECT**

If you are a natural person we collect the following information that you provide us with:

- Your email;
- Your First name; Your Last name;
- Your address, zip-code, street; city, state, country
- Your gender;
- Your birthdate;
- Birthplace (only if you are an artist)
- Your IP;
- your Ethereum wallet address
- Other information;

If you are an artist we use the Information you provided about yourself and the Art Pieces to facilitate sales between the artist and the potential buyer / the user

We also collect basic analytics and log-in information when you use the App. This sort of information may be collected from third-party providers like Facebook or Google Analytics, and includes, among other things, the type of device you use, access times, IP address, hardware model, operating system and version, and other unique device identifiers. Some of these third-party providers may place cookies or pixels - small data files stored on your hard drive or in device memory - on your browser or hard drive. Note that this Policy does not cover the use of cookies or pixels by such third parties. Most web browsers are set to accept cookies and pixels by default, but you can usually set your browser to remove or reject browser cookies or pixels. If you do choose to remove or reject cookies or pixels, however, your ability to use the App might be affected.

## **WHY DO WE COLLECT INFORMATION ABOUT YOU?**

We will use collected information for:

providing our platform services;

- Securely verify the ownership and possession of the Editions, and any transfer thereof in connection with a Sale;
- communication with you;
- statistical analysis in anonymised summary form

We will collect Your Data as long as Your account remains active on our platform. You can delete your account at any time by contacting us directly to **support@noow.art**.

**Please note, that ownership and transfers of editions are written in the Blockchain and can not be altered.**

**The following Data is written in the ledger, and triggered once a payment of an artwork is fulfilled:**

### **1. Artwork Attributes**

- Artist Address  
(Public Key)
- Artist ID
- Artist Name
- Artwork ID
- Artwork Title
- Production Date
- Production Place
- Production Software
- File Format
- Width & Height
- Edition Size
- Edition Number
- Artist Proof Size
- Artist Proof Number
- Content Hash  
(SHA256)
- Meta Info
- Certifier

### **2. Transaction Details:**

- Token ID

- Transaction Type
- Ethereum Wallet  
Address Owner
- Price
- Is Owner Public or  
NOOW Internal
- Timestamp of  
Transaction

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Additional information according to ERC 721 standards

User can prove the ownership of the specified token by triggering the “prove Ownership function”. The following information is stored as event in the Ethereum BC.

- User address ETH wallet address
- Token ID
- Generic string data.

### **THIRD PARTY PRIVACY POLICIES**

Please note that through our Website you can access or have access to the Websites that may be subject to certain third party terms and conditions and privacy policies. Some functionalities might also be embedded to the Website. You recognize and agree that We are not liable for any such third party terms and conditions and their use of your personal information to the fullest extent permitted by applicable law.

### **EXCEPTIONAL DISCLOSURE OF PERSONAL INFORMATION**

Information that We collect and process will be disclosed only if that is Our legal obligation, or in the good faith that such action is necessary for the lawful proceedings before courts or other state bodies as well as to protect and promote Our legitimate interests.

### **LIST OF COOKIES WE USE on our Website**

At the moment we use no cookies

<b>COOKIE NAME</b>	<b>EXPIRATION TIME</b>	<b>DESCRIPTION</b>
feathers-jwt	permanently	Used to identify your session
redir	permanently	Used to redirect you after the authentication

## **CONTROL OVER COOKIES**

User consent is required for obtaining and using certain Cookies. You can always change Your decisions on the acceptance or rejection of using Cookies. These settings are usually located in the menu bar of Your Internet browser Tools> Internet Options, the "privacy" or "security". There, Users can change the settings which types of Cookies would like to block.

In Your browser You can also delete cookies. Cancellation is usually available in the toolbox, under the "Clear Browsing Data" (usually a window can also display the CTRL + Shift + Del) and selecting Delete cookies.

Some browsers can generally reject the use of cookies by ticking the "do not follow me" or "do-not-track".

## **CONTACT INFORMATION, DATA ACCESS, CORRECTION, DELETION, AND OPT OUT**

You can contact us any time to:

- answer any of your questions about how We are using Your personal data;

- request access to information that We have on You;
- correct any information that We have about You;
- delete information that We have about You.

You can contact us via **support@noow.art**

### **CHANGES TO OUR PRIVACY POLICY**

All changes to this Privacy Policy are effective when they are posted on this page and on the platform.. When we change the policy in a material manner, we will let you know via email and/or a prominent notice on our Site, prior to the change becoming effective and update the 'effective date' at the top of this page.

Issued in Zug, May 2019.

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