

Privacy Policy

Revised: December 30, 2021

LuxVerity is passionate about verifying the authenticity of the things that are important to you. At LuxVerity, your information privacy is important to us. We provide this Privacy Policy to explain how we collect, use, protect, and disclose information and data when you use the LuxVerity website (the “**Site**”) and any LuxVerity mobile application, the LuxVerity seal (the “**Seal**”), other services offered by LuxVerity and any other time you interact with LuxVerity (together, the “**Services**”). This Privacy Policy also explains your choices for managing your information preferences, including opting out of certain uses of your Personal Information (defined below). This Privacy Policy applies to all users of the Site and Services. The Site and Services are provided by LuxVerity, LLC (“**LuxVerity**” “**we**” “**our**” “**us**”). “**You**” refers to you as a user of the Site or Services.

BY USING THE SITE OR SERVICES, YOU ARE CONSENTING TO THIS PRIVACY POLICY. PLEASE READ IT CAREFULLY.

1. Personal Information We Collect

We collect various types of information about you when you connect with us, the Site, and the Services. Specifically, we collect the following “**Personal Information**”:

- **Contact Information:** your first and last name, mailing address and email address;
- **Other identifying information:** IP address and other security information for authentication and access;
- **Financial Information:** credit card, debit card and bank account information;
- Geolocation data;
- **Internet or other electronic activity:** your browsing and click history, including information about how you navigate within our Site and Services and which elements of our Site and Services you use the most;
- **Commercial information:** products purchased or viewed on our Site or through the Services; and
- **Inferences drawn from the categories described above** in order to create a profile about you to reflect your preferences, characteristics, behavior and attitude.

2. How We Use Personal Information

We use your personal information for a variety of reasons, such as to process your orders, send you information you may be interested in, provide you with customer service and customer support, and protect LuxVerity from fraud. Specifically, we use your Personal Information as follows:

- **Transactional Purposes:** We use your contact information, financial information, and commercial information to:
 - Receive, process, confirm, send and track your order and to confirm your registration; and
 - Communicate with you about your order or account.
- **Analytical Purposes:** We use your other identifying information, internet activity and browsing history, commercial information geolocation data, and inferences to analyze preferences, trends and statistics.
- **Marketing and Promotional Purposes:** We use your contact information, commercial information, internet or other electronic activity, and inferences to:
 - Inform you of our new products, services and offers, including showing you pieces of art or other things of value that may be of interest to you;
 - Provide you with targeted advertising; and
 - Provide you with other information from and about LuxVerity, including personalized marketing communications.
- **Maintenance and Improvement of the Site and Services:** We use your contact information, financial information, commercial information, geolocation data, internet activity and browsing history, and inferences to:
 - Provide you with the Site and Services, including to send you alerts about your account;
 - Respond to your customer service requests and provide technical support; and
 - Help us diagnose technical and service problems and administer our Site and App.
- **Security and Fraud Prevention:** We use your contact information, other identifying information, commercial information, financial information, geolocation data, internet activity and browsing history, and inferences to protect the Site and Services, LuxVerity, our partners, and to prevent fraud, theft and misconduct.

3. Sources of Personal Information

We collect Personal Information from the following sources:

- **We collect information directly from you.** We collect contact information, other identifying information, geolocation data, commercial information, and demographic information directly from you. We also collect payment information from you, typically through our payment processor. We collect geolocation information through the Seal and the App.
- **We collect information passively from you.** We collect Internet or other electronic activity passively using tools like browser cookies and when you scan the Seal using the App. Our use of cookies and other similar technologies is further described in the Cookies and Advertising and Online Tracking sections below.

- **We collect information from third parties.** We collect contact information from our partner galleries, dealers, sellers, and others who have Seals on their products.

4. Categories of Third Parties We Share Personal Information With

Service Providers

From time to time, we may establish a business relationship with other businesses whom we believe trustworthy and who have confirmed that their privacy practices are consistent with ours (“**Service Providers**”). For example, we may contract with Service Providers to provide certain services, such as hosting and maintenance, data storage and management, and marketing and promotions. We only provide our Service Providers with the information necessary for them to perform these services on our behalf. Each Service Provider must agree to use reasonable security procedures and practices, appropriate to the nature of the information involved, in order to protect your Personal Information from unauthorized access, use, or disclosure. Service Providers are prohibited from using Personal Information other than as specified by us.

Our Affiliates

We may share Personal Information with businesses controlling, controlled by, or under common control with LuxVerity.

Corporate Transactions

If LuxVerity is merged, acquired, or sold, or in the event of a transfer of some or all of our assets, we may disclose or transfer Personal Information in connection with such transaction. You will have the opportunity to opt out of any such transfer if, in our discretion, it will result in the handling of your Personal Information in a way that differs materially from this Privacy Policy.

Customers

If you opt in to receive communications from any partner galleries, dealers, sellers, and others who place Seals on their products, we will share your contact information with those third parties. We may also share anonymized and aggregated data about our customers who purchase Seals to prospective customers considering purchasing Seals, so that we can share general information about each Seal’s traffic and how it is being used.

Compliance with Laws and Law Enforcement

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We may disclose Personal Information and any other information about you to government or law enforcement officials or private parties if, in our discretion, we believe it is necessary or appropriate in order to respond to legal requests (including court orders and subpoenas), to protect the safety, property, or rights of LuxVerity or of any third party, to prevent or stop any illegal, unethical, or legally actionable activity, or to comply with the law.

5. Cookies

We use cookies (a small text file placed on your computer to identify your computer and web browser) and may use anonymous identifiers (a random string of characters that is used for the

same purposes as a cookie). We use cookies and other similar technologies to analyze use of and improve the Site and Services and as described in the Advertising and Online Tracking Section of this Privacy Policy. Most web browsers are initially set up to accept cookies. You can reset your web browser to refuse all cookies or to indicate when a cookie is being sent, however, certain features of the Site or Services may not work if you delete or disable cookies. Some of our Service Providers (defined below) may use their own cookies, anonymous identifiers, or other tracking technology in connection with the services they perform on our behalf.

We use Google Analytics on the Site and Services to analyze how users use the Site and Services, and to provide advertisements to you on other websites. For more information about how to opt out of having your information used by Google Analytics, visit <https://tools.google.com/dlpage/gaoptout/>.

6. Advertising and Online Tracking

We may allow third-party companies to serve ads and collect certain information when you visit the Site and Services. These companies may use certain information (e.g. click stream information, web browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to the Site and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use a cookie to collect this information. Our systems do not recognize browser “Do Not Track” signals, but several of our Service Providers who utilize these cookies on our Site enable you to opt out of targeted advertising practices. To learn more about these advertising practices or to opt out of this type of advertising, you can visit www.networkadvertising.org or www.aboutads.info/choices/. We also provide you with additional tools to opt out of marketing from us. You can learn about this in the “Managing Your Information Preferences” section of this Privacy Policy.

7. Managing Your Information Preferences

You can correct, update, or change your Personal Information by e-mailing us at privacy@luxverity.com. You can opt out of receiving marketing e-mails from us by following the link provided at the bottom of all marketing e-mails you receive from us. You are able to opt out of receiving marketing e-mails from us, however, you cannot opt out of receiving all e-mails from us, such as e-mails about the status of your account. If you have questions or concerns regarding this Privacy Policy, please e-mail us at that same address.

8. Security

We maintain physical, electronic, and procedural safeguards to protect the confidentiality and security of information transmitted to us. However, no data transmission over the Internet or other network can be guaranteed to be 100% secure. As a result, while we strive to protect information transmitted on or through the Site or Services, we cannot and do not guarantee the security of any information you transmit on or through the Site or Services, and you do so at your own risk.

9. Links

Our Site and Services may contain links to other websites or allow others to send you such links. A link to a third party’s website does not mean that we endorse it or that we are affiliated

with it. We do not exercise control over third-party websites. You access such third-party websites or content at your own risk. You should always read the privacy policy of a third-party website before providing any information to the website.

10. Children's Privacy

The Site and Services are intended for users who are 18 years old or older. We do not knowingly collect Personal Information from children under the age of 13. If we become aware that we have inadvertently received Personal Information from a child under the age of 13, we will delete such information from our records.

11. Processing in the United States

Please be aware that your Personal Information and communications may be transferred to and maintained on servers or databases located outside your state, province, or country. If you are located outside of the United States, please be advised that we process and store all information in the United States. The laws in the United States may not be as protective of your privacy as those in your location. By using the Site or Services, you are agreeing to the collection, use, transfer, and disclosure of your Personal Information and communications will be governed by the applicable laws in the United States.

12. Privacy Policy Changes

We may change this Privacy Policy from time to time. If we decide to change this Privacy Policy, we will inform you by posting the revised Privacy Policy on the Site. Those changes will go into effect on the "Revised" date shown in the revised Privacy Policy. By continuing to use the Site or Services, you are consenting to the revised Privacy Policy.

13. Contact Us

If you have any questions or concerns, you may contact us at privacy@luxverity.com.

Please print a copy of this privacy policy for your records and please check the Site frequently for any changes.