

PRIVACY POLICY

1. This Privacy Policy (“**Privacy Policy**”) is part of our General Terms and Conditions of Sale (“**Terms**”) which govern all purchases of artwork (“**Artwork**”) by clients (“**Client**” or “**you**”) from Lynx Interiors LLC d/b/a Twenty First Gallery (“**Gallery**” or “**we**”) through all mediums.
2. This Privacy Policy also applies to all visitors to our site, www.21stgallery.com (“**Site**”). This Privacy Policy, and the Terms of Use www.21stgallery.com/privacy of our Site govern your access and use of our Site.
3. This Privacy Policy shall be available to Client at www.21stgallery.com/privacy which we may update from time to time without notice to you. Our General Terms and Conditions of Sale is found at www.21stgallery.com/terms.
4. If you are a California resident, our privacy practices comply with the California Consumer Privacy Act of 2018 (“**CCPA**”), and any CCPA-specific information is identified in this Policy.
5. If you are a resident of the European Economic Area (“**EEA**”), this Privacy Policy also outlines additional policies applicable to our collection and processing of your personal information.
6. By providing your Personal Information, as defined herein, to us in any format (e.g., via internet form, email, telephone, fax, or in person) and/or continuing to use any of our services or visiting our Site you accept and consent to the practices described in this Privacy Policy.

What Information Do We Collect?

7. We collect Personal Information that you enter on our Site or otherwise volunteer to us when you contact us to, among other things, make purchases, request information, or register for or attend our programs.
8. For purposes of this Privacy Policy, “**Personal Information**” means information (whether stored electronically or in paper-based filing systems) relating to a living individual who can be identified from that data (or from that data and other information in our possession). Personal Information may include: name, address, email, phone number, credit card or other financial information, internet activity information, geolocation information, among others items. We do not collect all Personal Information list above. We only collect the Personal Information that is relevant for the purposes for which the data is collected.
9. We also automatically collect Internet Activity when you interact with our Site. “**Internet Activity**” includes internet protocol addresses, uniform resource locators, cookies and pixel tags.
10. Our Site uses Cookies to personalize your experience. We recommend you review the Cookies policy in the pop-up banner at the bottom of the Site.

How Do We Use Your Personal Information?

11. We use your Personal Information to:

- a. Provide services you request from us;
 - b. To carry out our obligations to you;
 - c. To contact you about information regarding other products and services we may offer;
 - d. To improve customer service;
 - e. To personalize your user experience on our Site;
 - f. To improve our Site;
 - g. To process payments to us; and
 - h. To send out periodic emails.
12. We do not sell, trade, or rent your Personal Identification information to third parties. We may share generic aggregated demographic information not linked to any attributable individual regarding visitors and users with third parties for the purposes outlined above.
13. We do share your Personal Information with third parties for business purposes. Some of these third parties are service providers (e.g., artists, shipping companies, cloud services, software providers, payment processing vendors, banks, etc.) that help us fulfill our responsibilities to you.
14. We may disclose your Personal Information in the event we sell or buy any business or assets. We may disclose your Personal Information in order to comply with a legal obligation, or any lawful request by public authorities, or in order to enforce or apply other agreements, or to protect the rights, property or safety of us or others.
15. Whenever we share Personal Information with third parties, we will take commercially reasonable steps to ensure that the third parties put in place adequate measures to safeguard your Personal Information, and they will be required to use any Personal Information for only the intended purpose for which it was shared.

How we protect your information

We adopt appropriate data collection, storage, and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information, and data stored on our Site. Our Site is in compliance with PCI vulnerability standards in order to create as secure of an environment as possible for Users.

Sharing your personal information

Use of Cookies

This website uses cookies to better the user's experience while visiting the website. As required by legislation, where applicable this website uses a cookie control system, allowing the user to confirm the use of saving of cookies on their computer/device.

What are cookies?

Cookies are small files saved to the user's computer's hard drive that track, save and store information about the user's interactions and usage of the website. This allows the website, through its server to provide the users with a tailored experience within this website.

Users are advised that if they wish to deny the use and saving of cookies from this website on to their computers hard drive they should take necessary steps within their web browsers security settings to block all cookies from this website and its external serving vendors or use the cookie control system if available upon their first visit.

Website Visitor Tracking

This website uses tracking software to monitor its visitors to better understand how they use it. The software will save a cookie to your computer's hard drive in order to track and monitor your engagement and usage of the website, but will not store, save or collect personal information.

Adverts and Sponsored Links

This website may contain sponsored links and adverts. These will typically be served through our advertising partners, to whom may have detailed privacy policies relating directly to the adverts they serve.

Clicking on any such adverts will send you to the advertiser's website through a referral program that may use cookies and will track the number of referrals sent from this website. This may include the use of cookies which may, in turn, be saved on your computer's hard drive. Users should therefore note they click on sponsored external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Downloads & Media Files

Any downloadable documents, files, or media made available on this website are provided to users at their own risk. While all precautions have been undertaken to ensure only genuine downloads are available users are advised to verify their authenticity using third-party anti-virus software or similar applications.

We accept no responsibility for third-party downloads and downloads provided by external third-party websites and advise users to verify their authenticity using third-party anti-virus software or similar applications.

Contact & Communication With Us

Users contacting us through this website do so at their own discretion and provide any such personal details requested at their own risk. Your personal information is kept private and stored securely until a time it is no longer required or has no use.

Where we have clearly stated and made you aware of the fact, and where you have given your express permission, we may use your details to send you products/services information through a mailing list system. This is done in accordance with the regulations named in 'The policy' above.

Email Mailing List & Marketing Messages

We operate an email mailing list program, used to inform subscribers about products, services, and/or news we supply/publish. Users can subscribe through an online automated process where they have given their explicit permission. Subscriber personal details are collected, processed, managed, and stored in accordance with the regulations named in 'The policy' above. Subscribers can unsubscribe

at any time through an automated online service, or if not available, other means as detailed in the footer of sent marketing messages. The type and content of marketing messages subscribers receive, and if it may contain third-party content, is clearly outlined at the point of subscription.

Email marketing messages may contain tracking beacons / tracked clickable links or similar server technologies in order to track subscriber activity within email marketing messages. Where used, such marketing messages may record a range of subscriber data relating to engagement, geographic, demographics, and already stored subscriber data.

Our EMS (email marketing service) providers are; ArtLogic and Mailchimp you can read their privacy policy in the resources section.

External Website Links & Third Parties

Although we only look to include quality, safe and relevant external links, users are advised to adopt a policy of caution before clicking any external web links mentioned throughout this website. (External links are clickable text/banner/image links to other websites, similar to; dezeen.com and artbasel.com. We cannot guarantee or verify the contents of any externally linked website despite our best efforts. Users should therefore note they click on external links at their own risk and we cannot be held liable for any damages or implications caused by visiting any external links mentioned.

Social Media Policy & Usage

We adopt a Social Media Policy to ensure our business and our staff conducts themselves accordingly online. While we may have official profiles on social media platforms users are advised to verify the authenticity of such profiles before engaging with, or sharing information with such profiles. We will never ask for user passwords or personal details on social media platforms. Users are advised to conduct themselves appropriately when engaging with us on social media.

There may be instances where our website features social sharing buttons, which help share web content directly from web pages to the respective social media platforms. You use social sharing buttons at your own discretion and accept that doing so may publish content to your social media profile feed or page. You can find further information about some social media privacy and usage policies in the resources section below.

Changes to this Privacy Policy

Twenty First Gallery has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.