

Policy Last Revised: December 20, 2022

Privacy Policy

Art by Katharine Ligon (referred to as "AKL," "us," "we," or the "Company") respects your privacy. This Agreement sets forth the privacy policy for the mobile website, website and all subdomains (collectively, the "Service"), owned and operated by the Company. By using the Service, you consent to the collection and use of information in accordance with this Policy.

If you are located outside of the United States and you choose to use the Services or provide your information to us, your data may be transferred to, processed and maintained on servers, databases or cloud storage facilities located in the United States. Your use of the Services represents your consent and agreement to these practices. If you do not want your data transferred to or processed or maintained in the United States, you should not use the Services.

Collection of Information

We may collect and process the following information about you:

- Information you provide. This may include identifying information, such as your name, address, email address and telephone number. If you transact business with us, you may provide financial information. You may also provide us information about you and your preferences.
- Location information via your mobile device.
- If you contact us with a customer service or other inquiry, you provide us with the content of that communication.
- Information (such as your name, email and postal address, telephone number, and country of residence) that you provide by completing forms, including if you subscribe to our newsletter, or make a purchase or inquiry.
- Details of any requests or transactions made by you through the Service.
- Communications you send to us, for example to report a problem or to submit queries, concerns, or comments regarding the Service or its content.
- Information collected automatically from your browser or device when you use our Service. This information could include your IP address, device ID and type, your browser type and language, the operating system used by your device, access times, your mobile device's geographic location while our application is actively running, and the referring website address.
- Cookies and Use of Cookie Data. When you visit our Service, we may assign your device one or more cookies to facilitate access to our Service and to personalize your experience. Through the use of a cookie, we also may automatically collect information about your activity on our Service, such as the pages you visit, the time and date of your visits and the links you click. We (or third parties authorized by us) may use certain data collected on our Service to show you advertisements on other sites or applications. You

can learn more about cookies by visiting www.allaboutcookies.org. By blocking or deleting cookies, you may not be able to take advantage of all aspects of the Service.

- Pixel tags. The Company may embed pixel tags (also called web beacons or clear GIFs) on web pages, ads, and emails. Pixel tags help to measure the popularity the Company's features and services.
- Information collected by third parties for advertising purposes. We may allow service providers, advertising companies and ad networks, and other third parties to display advertisements on our Service. These companies may use tracking technologies, such as cookies or web beacons, to collect information about users who view or interact with their advertisements. We do not provide any personal information to third parties that is not anonymized. Some of these third party advertising companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt out of ad targeting from member companies (www.networkadvertising.org). Opting out will not decrease the number of advertisements you see.

Uses of Your Personal Information

In relation to EU Users, we are required under applicable Data Protection Laws, to identify the legal bases on which we rely to process the information.

We will use the personal information you provide to:

- identify you when you contact us;
- enable us to provide you with the Services;
- send you information we think you may find useful or which you have requested from us;
- enable us to contact you regarding any question you pose through the Service;
- analyze the use of the Service and the people visiting to improve our content and Services;
- communicate with you by email, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from us or other third parties;
- develop, display, and track content and advertising tailored to your interests on our Service and other sites, including providing our advertisements to you when you visit other sites; and
- use for other purposes that we may disclose to you when we request your information.

The legal bases for these uses are contract performance, legitimate interests (to correspond with you, to enable us to provide you with the Services and to improve the Services), legitimate interest where consent is not required (to enable us to provide you with an experience relevant to your interests)

Sharing of Your Personal Information

- If you are directed to the Services through a third party, we may share certain information back with that third party, which may include information such as name, email and value of purchase depending on the type of relationship or Services utilized.
- Personal information. We do not share your personal information with others except as indicated in this Privacy Policy or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with third parties that perform certain services on behalf of AKL. These services may include providing customer service and marketing assistance, performing business and sales analysis, ad tracking and analytics, member screenings, supporting our Service functionality, and supporting contests, sweepstakes, surveys and other features that may be offered through our Service. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- Legal Disclosures. We may disclose your information, including personal information in response to a subpoena or similar demand, a court order, or a request for cooperation from a law enforcement or other government agency, to establish or exercise our legal rights, to defend against legal claims, or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us. We may also disclose your information when we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing, to protect and defend the rights, property or safety of our company, our users, our employees, or others, to comply with applicable law or cooperate with law enforcement and/or to enforce our Terms of Service or other agreements or policies. If we sell the Company, merge with another company or file for bankruptcy, we may also disclose your information.
- Aggregated and/or non-personal information. We may use and share non-personal information we collect under any of the above circumstances. We may also share it with third parties to develop and deliver targeted advertising on our Service and on websites or applications of third parties, and to analyze and report on advertising you see. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information, or personal information in non-human readable form, with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis or other business purposes. To opt-out of cookies that may be set by third party data or advertising partners, please go to <http://www.aboutads.info/choices/>.
- In the event of a merger, acquisition, bankruptcy or other sale of all or a portion of our assets or any business, any user information owned or controlled by us may be one of the assets transferred to third parties in such transaction or event. We reserve the right, as part of this type of transaction or event, to transfer or assign your information and other information we have collected from users of the Services to third parties. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred user information will be subject to this Privacy Policy. However, any information you submit or that is collected after this type of transfer may be subject to a new privacy policy adopted by the successor entity or acquirer, as applicable.

- On request, we will give you a copy of all the personal information about you that we hold. This information is subject to a fee not exceeding the prescribed fee permitted by law.

EU Users - Your Rights Under the General Data Protection Regulation

We acknowledge your right to access and control your personal data in accordance with applicable Data Protection Laws. Effective May 25th, 2018, if you are subject to European Union Data Protection Laws (“EU Users”), our processing of your personal data will comply with the Regulations (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, known as the General Data Protection Regulation (“GDPR”).

- Accessing, Correcting or Deleting Your Information. For EU Users, to request access to or correction of your personal data in accordance with applicable Data Protection Laws, you may send an e-mail to katharine@artbykatharineligon.com or a letter to:

Art by Katharine Ligon
2101 Winter St., Studio B140
Houston, TX 77007

- Please include your registration information you provided through the Services. We may ask you to provide additional information for identity verification purposes, or to verify that you are in possession of an applicable email account.
- For EU Users, if you’d like us to delete information that you have provided through the Services, please contact us at artbykatharineligon@gmail.com and we will respond in a reasonable time in accordance with applicable Data Protection Laws. Please note that some or all of the information you provided may be required in order for the Services to function properly or may be automatically retained in backup storage or records retention archival storage.
- Portability of Your Personal Data. For EU Users, should you request it, we will provide you with an electronic file of your basic account information and the information under your sole control in accordance with applicable Data Protection Laws.
- Data portability is the ability to obtain some of your information in a format you can move from one service provider to another in accordance with applicable Data Protection Laws. Depending on the context and applicable Data Protection Laws, this applies to some of your information, but not to all of your information.

Nevada Privacy Rights

Under Nevada law, Nevada residents may submit a request directing us not to make certain disclosures of personal information we maintain about them. To exercise this right, please contact us by email at artbykatharineligon@gmail.com.

California Residents Under 18

If you are a California resident under the age of 18 and are a registered user of the Services, you may request that we remove content or information about you that you posted on the Services by: (a) submitting a request in writing to artbykatharineligon@gmail.com; and (b) clearly identifying the content or information you wish to have removed and providing sufficient information to allow us to locate the content or information to be removed. However, please note that we are not required to, and may not be able to, erase or otherwise eliminate content or information if: (i) other state or federal laws require us or a third party to maintain the content or information; (ii) the content or information was posted, stored, or republished by another user; (iii) the content or information is anonymized so that you cannot be individually identified; (iv) you do not follow the instructions posted in this Privacy Policy on how to request removal of your content or information; or (v) you have received compensation or other consideration for providing the content. Further, nothing in this provision shall be construed to limit the authority of a law enforcement agency to obtain the applicable content or information.

California Privacy Rights

California Consumer Privacy Act:

If you are a California resident, you can make certain requests regarding your personal information. We will fulfill each of these requests per the requirements of California law.

Personal Information We Collect, Disclose for a Business Purpose, and Sell. We collect the categories of personal information about California consumers identified in the chart below.

Categories of Personal Information	Collected in the last 12 months:	Categories of sources from which information is collected:	Business or commercial purposes for collection, use, and sharing:	Disclosed for business purposes to the following categories of third parties:	Sold to the following categories of third parties:
Personal and online identifiers (such as first and last name, email address, or unique online identifiers)	Yes	All categories listed below.	All purposes listed below.	All categories listed below.	All categories listed below.
Commercial or transactions information (such as records of personal property or products or services purchased, obtained or considered)	Yes	All categories listed below.	All purposes listed below.	All categories listed below.	All categories listed below.

Internet or other electronic network activity information (such as browsing history, search history, interactions with a website, email, application, or advertisement)	Yes	All categories listed below.	All purposes listed below.	All categories listed below.	All categories listed below.
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Inferences drawn from the above information about your predicted characteristics and preferences	Yes	All categories listed below.	All purposes listed below.	All categories listed below.	All categories listed below.
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Other information about you that is linked to the personal information above	Yes	All categories listed below.	All purposes listed below.	All categories listed below.	All categories listed below.
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Categories of Sources: We collect this personal information from the following categories of sources:

- Consumers;
- Service providers;
- Affiliates; and
- Consumer data resellers

Why We Use and Disclose California Information. We use and disclose the personal information we collect for our commercial and business purposes as further described in this Privacy Policy. These commercial and business purposes include, without limitation:

- Our commercial purposes, including marketing, advertising, offering promotions, authentication, identity resolution, fraud prevention, fulfillment services, and facilitating transactions.
- Our business purposes as identified in the CCPA, which include:
 - Auditing related to our interactions with you;
 - Legal compliance;
 - Detecting and protecting against security incidents, fraud, and illegal activity;
 - Debugging;
 - Performing services (for us or our service provider) such as account servicing, processing orders and payments, and analytics;

- o Internal research for technological improvement;
- o Internal operations;
- o Activities to maintain and improve our services; and
- o Other one-time uses.

Recipients of California Personal Information. We may sell the categories of personal information designated above to the categories of third parties listed below:

- Advertising/Marketing companies;
- Affiliates;
- Partner programs;
- Service providers; and
- Social networks

We disclose the categories of personal information designated above to the categories of third parties listed below for business purposes:

- Service providers;
- Affiliates not under the Leaf Group brand;
- Internet service providers;
- Data analytics providers;
- Operating systems and platforms; and
- Social networks

Your Rights Regarding Personal Information. California residents have certain rights with respect to the personal information collected by businesses. If you are a California resident, you may exercise the following rights regarding your personal information, subject to certain exceptions and limitations:

- For certain categories of personal information, the right to request a list of what personal information (if any) we disclosed to third parties for their own direct marketing purposes in the preceding calendar year and the names and addresses of those third parties;
- The **right to know** the categories and specific pieces of personal information we collect, use, disclose, and sell about you, the categories of sources from which we collected your personal information, our purposes for collecting or selling your personal information, the categories of your personal information that we have either sold or disclosed for a business purpose, and the categories of third parties with which we have shared personal information;
- The **right to request that we delete** the personal information we have collected from you or maintain about you.
- The right to **opt out of our sale(s)** of your personal information. Please note that if you opt out of certain types of sales, we will be unable to provide you with the services that rely on such sales.
- The **right not to receive discriminatory treatment** for the exercise of the privacy rights conferred by the CCPA. We may offer you certain financial incentives permitted by

applicable law as compensation for allowing us to collect, sell, or maintain your personal information.

Make a CCPA consumer rights request by emailing artbykatharineligon@gmail.com.

Verification Process and Required Information. Note that we may need to request additional information from you to verify your identity or understand the scope of your request, although you will not be required to create an account with us to submit a request or have it fulfilled.

Authorized Agent. You may designate an authorized agent to make a CCPA request on your behalf. We will require proof of your consent to designating such an agent and verification of your identity as described above.

Minors' Right to Opt In. We do not sell the personal information of minors under 16 years of age.

Protection of your Information

Although we take your security seriously and take measures to protect your information from unauthorized access, no system can be completely secure. Therefore we do not promise, and you should not expect, that your personal information, messages, or other communications will always remain secure. You should always exercise caution with the disclosure and sharing of your personal information, and should avoid sending personal information through insecure email. Please refer to the Federal Trade Commission's website at <http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

Third-Party Services

If you click on an advertisement or link within the Service, you do so with the understanding that third party advertising sites or other links of any kind are not operated under our control, and that we are not responsible for any information collected by third parties. It is recommended that you review the terms of service and privacy policy for any sites you are visiting.

AKL will also use third party payment systems to collect and process payments. You acknowledge that third party payment systems or other links of any kind are not operated under our control, and that we are not responsible for any information collected by third parties.

Age Restriction

The use of the Service is restricted to individuals age 16 and above. We do not knowingly collect, maintain, or use personal information from children under the age of 16.

Changes to this Privacy Policy

We will occasionally update this Privacy Policy. When we post changes to this Privacy Policy, we will revise the "last updated" date at the top of this Privacy Policy. We recommend that you check our Service from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

Email

We want to communicate with you only if you want to hear from us. We will send you email relating to your personal transactions, and we may send you service-related announcements on occasion. We will also send you our newsletter if you have opted in.

This section is regarding e-mail directly from the Company – by listing your email address through the Service, we are not responsible for emails received from other users or third parties.

Contact Information

If you have any questions about this Privacy Policy, please contact us by email or postal mail as follows:

Privacy Representative

Katharine Ligon

katharine@artbykatharineligon.com