

## **ArtNewCo SMS Privacy Policy – Last Updated Feb. 27, 2025**

### **Summary of ArtNewCo SMS Privacy Policy:**

ArtNewCo respects your privacy. By opting into our SMS messaging service, you agree to the following terms regarding how we handle your data:

1. **Data Collection:** We collect your name and mobile phone number when you sign up for SMS updates. This can be via verbal opt-in, your email or form request, or by you sending us a text message.
2. **Data Usage:** We use your data solely for sending updates and reminders related to our products or services.
3. **Data Security:** We protect your data through encryption and secure storage measures to prevent unauthorized access.
4. **Data Retention:** We retain your information as long as you are subscribed to our SMS service. You may request deletion at any time by texting us the word “DELETE” or sending a text message, email, verbal or telephone request to delete the text thread.
5. **Opt-Out:** Reply STOP to any message to unsubscribe from our SMS list. After unsubscribing, we will remove your number from our list within 24 hours.
6. **Non-Sharing Clause:** We do not share your data with third parties for marketing purposes. Your information is only shared with our SMS service provider to enable messaging.

**Contact Us:** If you have questions about this policy, please contact us at [sales@artnewco.com](mailto:sales@artnewco.com)

### **The Full ArtNewCo SMS Privacy Policy**

ArtNewCo is committed to protecting your privacy. This Privacy Policy (the “Policy”) governs how we treat the Personal Information that we collect and receive from you in connection with your use of the SMS Service (“Service”), which we make available to you through a third-party service provider. This Policy is incorporated into the Terms of Service.

By using the Service, you agree to the terms of this Policy. ArtNewCo reserves the right, in its sole discretion, to modify or change this Policy at any time with or without prior notice to you. The date of the last update will be posted at the top of this Policy for your convenience. This Policy, and any changes, are effective as soon as posted. Your continued use of the Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

“Personal Information” is information that individually identifies you, such as your mobile phone number or user/screen name, as well as the any Personal Information that you choose to include in messages you send through the Service.

### **What Personal Information is collected about you**

Through the use of the Service, ArtNewCo will receive the following information from our third party service provider: your mobile phone number when you send a text message to us, the text of messages that you send to other users of the Service at ArtNewCo, any user or screen name that you select in connection with the Service, as well as any comments or feedback regarding the Service that you send to us.

### **How ArtNewCo uses Personal Information about you**

We use Personal Information to (a) provide you with the Service, (b) process and respond to inquiries, (c) improve the Service, (d) if necessary, contact you with important announcements or messages, and (e) provide updates or information that you have requested.

Each message that you send through the Service is stored securely on systems or devices controlled by us or our service providers. We may retain these messages unless you have requested that we delete them. ArtNewCo has no obligation to retain messages and may delete some or all of them at any time, at our sole discretion.

### **Disclosure of your information**

We will not rent or sell your Personal Information to other companies or individuals, and we will not share your Personal Information unless we have your consent. We may use or disclose such information in any of the following limited circumstances:

- We have your consent.
- We need to enforce our Terms of Service.
- We provide such information to trusted businesses or persons for the sole purpose of processing Personal Information on our behalf. When this is done, it is subject to agreements that oblige those parties to process such information only on our instructions and in compliance with this Policy and appropriate confidentiality and security measures. If the third party fails to comply with our terms, ArtNewCo is not accountable in any way for any liability or reimbursement.
- We provide such information to third parties who have entered into non-disclosure agreements with us.
- We provide such information to a company controlled by, or under common control with, ArtNewCo for any purpose permitted by this Policy.
- We respond to subpoenas, court orders, or legal process, or to establish or exercise our legal rights, or the legal rights of others, or defend against legal claims.
- We believe it is necessary to share Personal Information to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of ArtNewCo's Terms of Service, or as otherwise required by law.
- We transfer Personal Information about you if ArtNewCo is, or its assets are, acquired by or merged with another company.

### **Security**

ArtNewCo takes precautions to ensure the security of your Personal Information, including ensuring that our third party service providers protect the security of your Personal Information. However, we cannot guarantee that hackers or unauthorized personnel will not gain access to your Personal Information despite our efforts. You should note that in using the Service, your information will travel through third party infrastructures which are not under our control (such as a third-party SMS delivery platform or your carrier network).

We cannot protect, nor does this Policy apply to, any information that you transmit to other users. You should never transmit personal or identifying information to other users.

### **Opting in**

A mobile user might opt-in by:

- Entering a phone number online, in a website, or by sending us an email
- Sending us a text message
- Filling out a paper form that includes their phone number, or
- Signing up at a point-of-sale location, including verbal confirmation or writing down your number

### **Opting out**

ArtNewCo gives you the ability to opt out of the Service for any reason. You can opt out by texting “STOP” or “QUIT” to our phone number (614) 641-0006. You can also opt out by notifying us by email, by phone call, in writing, or by verbal communication. Once you opt out you will no longer receive any text messages from ArtNewCo unless you choose first to opt in again.

We reserve the right to send you certain communications relating to the Service, such as important announcements and administrative messages, without offering you the opportunity to opt-out of receiving them.

### **Children**

The Service is not intended for children under 16, and ArtNewCo does not knowingly collect information from children under the age of 16.

Children aged 16 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Service, you are representing that you are at least 18, or that you are at least 16 years old and have your parents’ permission to use the service.

### **Intended audience**

ArtNewCo does not place geographic restrictions on users of this Service, but it is intended for such users as have a legitimate reason for doing business with ArtNewCo.

### **Questions or concerns?**

If you have any additional questions regarding this Policy, please feel free to contact us any time by texting “HELP” to (614) 641-0006.

## SMS Terms of Service

Use of the ArtNewCo text message-based services (the "Service") is subject to the following Terms of Service. These terms constitute a legal agreement (the "Agreement"). Please read them carefully.

1. ArtNewCo will allow several different opportunities, such as entering a phone number online or providing it in-person, to opt-in to SMS services. The opt-in received can be 'TEXT JOIN to (614) 641-0006 to sign up to receive Notifications from ArtNewCo' or the person can simply send a text message to (614) 641-0006.
2. You can cancel the Service at any time. Just text "STOP" to (614) 641-0006. After you send the SMS message "STOP" to us, we may send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.
3. If at any time you forget what keywords are supported, just text "HELP" to (614) 641-0006. After you send the SMS message "HELP" to us, we will respond with instructions on how to use our Service as well as how to unsubscribe.
4. We are able to deliver messages to most mobile phone carriers. We cannot make any guarantees about the performance or services of mobile phone carriers.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you, and ArtNewCo is not liable for the cost of any such messages. You may receive recurring messages. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. For all questions about the Service provided by ArtNewCo, you can email us at [sales@ArtNewCo.com](mailto:sales@ArtNewCo.com) or contact through other means.
6. You understand that anyone with access to your mobile phone may be able to view the messages you receive when using the Service, and you agree that ArtNewCo will not be liable to you if this occurs.
7. You understand that you are not required to consent to the Service to receive any other services from ArtNewCo.
8. By agreeing to these Terms of Service and providing us with your mobile phone number when you opt in to the Service, you authorize ArtNewCo to contact you by text message at your mobile phone number using manual or computer assisted technology as applicable.
9. If you have any questions regarding privacy, please read our Privacy Policy at [Privacy Policy - ArtNewCo.](#)