

SERVICE PRIVACY POLICY

LINWORK AS

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1 INTRODUCTION

This privacy policy (the “**Service Privacy Policy**”) applies to services, application and solutions (the “**Services**”) wholly or partly hosted by Linework Inc., a Delaware corporation or Linework AS, a Norwegian limited liability company (collectively “**Linework**”).

This Service Privacy Policy document describes the types of information that is collected and recorded by Linework from usage of the Services, how the information is collected, and how we use it.

If you have additional questions or require more information about our Service Privacy Policy, do not hesitate to contact us. You can contact us at support@linework.com.

This Service Privacy Policy applies only to the Services and is valid for users of the Services with regards to the information that they share, or which is otherwise collected by Linework from use of the Services.

This policy is not applicable to any information collected offline or via channels other than through the Services. Information collected through our website are covered by a separate privacy policy which is made available on the website. If you visit our website, we recommend that you read the website specific privacy policy thoroughly.

2 CONSENT

By using the Services, you consent to the Service Privacy Policy and agree to its terms. If you do not accept the terms of this Service Privacy Policy, you should refrain from using the Services.

3 INFORMATION WE COLLECT

When you use the Services as a tattoo artist or tattoo studio, Linework collects information about both you, your contacts, and your customers. In this relation, Linework is a data processor on behalf of the tattoo artist or studio using Linework. The details of how Linework treats this information are available in [Linework’s Data Processing Agreement](#).

The information we collect about you includes:

- **Basic information:** Name, date of birth
- **Contact information:** Address, telephone number, email address
- **Account and profile information:** Settings, preferences
- **Payment information:** Transaction information, means of payment, account number
- **Customer history and customer engagement:** Order and delivery information, shopping cart movements, discount codes, loyalty program information, active products and agreements as well as products and services you have had in the past, how much and how often they are used, status of products/services

- **Customer activity:** Reading and action history from apps, websites or electronic communications we send out. As well as technical information about the devices you use. The information we collect may include, depending on your usage of the platform, your name, your e-mail address, phone number, bank account, IP address, health declarations,

This information is collected from users of the Service, who input and maintain the information for various purposes. We also collect certain types of information from your usage of the Services.

4 HOW WE USE YOUR INFORMATION

4.1 DELIVERY OF SERVICE/CONTRACT CONCLUSION

We use your personal data to fulfill our agreements with you and our customers, i.e. when you use the Service as part of your business or make a payment through the Service. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill an agreement with you or someone else who has instructed the Service to collect your information on their behalf.

4.2 ADMINISTRATION OF CUSTOMER RELATIONS

We use your personal data to manage our customer relationship with you. This could be, for example, customer service, complaint handling and error correction regarding your customer relationship. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill an agreement with you.

4.3 ANALYSIS, BUSINESS DEVELOPMENT AND IMPROVEMENT OF SERVICES

We work continuously to develop and improve our services and products. Much of this work involves analyzing various forms of personal data, such as customer activity, customer history and account and profile information. The legal basis for processing personal data for this purpose is our legitimate interest.

4.4 CUSTOMIZED USER EXPERIENCE

We adapt the user experience and communication to you based on your usage and we use personal data for this. The legal basis for processing personal data for this purpose is our legitimate interest.

4.5 SALES AND MARKETING

We use personal data in connection with the sale and marketing of our products and services, for example when you receive e-mails from us. The legal basis for processing personal data for this purpose is our legitimate interest. You have the option of opting out of parts of this processing by, for example, opting out of receiving emails from us.

In addition to this, we use your personal data for so-called profiling, where we derive interests and needs on the basis of your personal data. The purpose of profiling will be to make our marketing more relevant and to make the Service more tailored to your needs.

4.6 TRAINING OF ALGORITHMS

Linework uses artificial intelligence to enhance and improve the Service. For this purpose, Linework may use your personal information for the purpose of training machine learning algorithms. This may require sharing your personal information to the people involved with the development of such algorithms. To the extent possible, Linework will ensure that your personal information is replaced with pseudonymous information, both when shared with developers and when used in algorithm training.

You may opt out of this by contacting us at [e-mail address].

4.7 SYSTEM MONITORING, ERROR CORRECTION, ETC.

We monitor our systems for errors and problems. Part of these processes involve the storage and processing of personal data. The legal basis for processing personal data for this purpose is our legitimate interest.

4.8 SECURITY, DETECTION OF FRAUD AND CRIMINAL ACTS

We process personal data in our work to protect our users and ourselves against fraudulent activity, abuse, and criminal acts. The legal basis for processing personal data for this purpose is our legitimate interest.

4.9 COMPLY WITH LEGAL OBLIGATIONS

In some cases, we are required to process personal data for reasons of other legal obligations. An example of this is information related to sales, which we are obliged to account for and store in accordance with the Bookkeeping Act. The legal basis for processing personal data for this purpose is that the processing is necessary to fulfill a legal obligation incumbent on us.

5 WHO RECEIVES YOUR INFORMATION

The information we collect through the Services is only available for the people in charge of the Services, the people adding information to the Service and the people to which this information is shared by our users. When the Service is used for payment, your information will also be shared with the payment vendors, which may be [Dintero](#) or [Stripe](#), depending on the preferences used for your specific payment.

Ultimately, our customers are responsible for making sure that they have the necessary legal basis for using the information they input to the Service, and for using it in the way they do. That also means that our customers ultimately decide who the information is shared with in addition to what is included in these terms.

If you think someone misuses your information in Linework, we encourage you to reach out to us as we can assist.

6 RETENTION OF YOUR INFORMATION

The information we collect will be stored for as long as they are used by our customers. In the same way as our customers ultimately decide what they use your information for, our customers also decides for how long the information is stored by Linework.

Linework will ask the user to delete your information when it has not been used for some time, but ultimately the decision to retain the information will be made by our customers. Therefore it is not possible for us to define exactly how long your information will be stored.

The information we collect from other sources than input from our users will be retained for six months, except for information related to payments and contracts between our customers and their customers, which will be stored for as long as our customers decide.

7 LOCATION OF YOUR DATA

If you use the Service within the EU/EEA, your information is stored on servers within EEA/EU. Information stored within the EU/EEA will not be transferred outside of EU/EEA without your consent.

If you use the Service from outside of EU/EEA, your information will be stored on server within the United States.

8 LOG FILES

Linework follows a standard procedure of using log files. These files log users' activities and actions within the Service. All hosting companies do this as a part of hosting services' analytics. The information collected by log files include internet protocol (IP) addresses, browser type, Internet Service Provider (ISP), date and time stamp, referring/exit pages, and possibly the number of clicks. These are not linked to any other information that is personally identifiable. The purpose of the information is for analyzing trends, administering the site, tracking users' movement on the website, and gathering demographic information.

9 ADVERTISING PARTNERS PRIVACY POLICIES

None of the information we collect from your use of the Services is shared or made available to third party advertisers.

10 THIRD PARTY PRIVACY POLICIES

Linework's Service Privacy Policy does not apply to third party websites which are linked to through the Service. Thus, we are advising you to consult the respective privacy policies of these third-party ad servers for more detailed information. It may include their practices and instructions about how to opt-out of certain options. You may get an updated list of relevant third-party suppliers by contacting us at support@linework.com.

11 YOUR RIGHTS

If you wish to exercise any of your rights, contact us at support@linework.com.

11.1 RIGHT TO ACCESS YOUR OWN INFORMATION

You can request a copy of all the information we process about you. Contact us at the email address above to exercise your right of access.

11.2 RIGHT TO CORRECTION OF PERSONAL DATA

You have the right to ask us to correct or supplement information that is incorrect or misleading.

11.3 THE RIGHT TO DELETE PERSONAL DATA

You have the right to have your personal data deleted without undue delay. You can therefore ask us to delete information about yourself at any time. But please note that information that we are required to keep due to other legal obligations (such as the Bookkeeping Act) will not be deleted.

11.4 LIMITATION OF PROCESSING OF PERSONAL DATA

In some situations, you can also ask us to limit the processing of information about you. You do this by managing consents or reservations in our solutions.

11.5 PROTEST AGAINST THE PROCESSING OF PERSONAL DATA

If we process information about you based on our tasks or on the basis of a balancing of interests, you have the right to object to our processing of information about you. You do this by managing consents or reservations in our solutions.

11.6 DATA PORTABILITY

You have the right to receive your personal data in a structured, commonly used and machine-readable format. Contact the email address above to have your personal data disclosed.

11.7 YOU CAN COMPLAIN ABOUT OUR PROCESSING OF PERSONAL DATA

We hope you will speak up if you think we are not complying with the rules in the Personal Data Act. Please let us know first through the contact or channel you have already established with us. You can also complain about our processing of personal data. You do this to the Norwegian Data Protection Authority.

12 CHILDREN'S INFORMATION

Linework does not knowingly collect any personal information from children. If you think that your child provided this kind of information through our Services, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.