

# Milky Way Gallery Privacy Policy: Version V03: 10-Sep-15

## Purpose of this Policy

The Milky Way Gallery has established this Privacy Policy to make clear what we do with any information collected from you, so that you can be sure that if you use our website or conduct commercial business with us, we will take every care to safeguard your privacy. By using this website you acknowledge and accept this Privacy Policy.

## Definitions

We are the Milky Way Gallery, a company operating as an agent through the medium of this website to provide services to artists wishing to sell their artworks online and to customers wishing to buy artworks online. Our postal address is: Milky Way Gallery, The Old Bakery, Blounts Court Road, Sonning Common, READING RG4 9RT.

“We/Us/Our/Ours/Ourselves/the Company” refers to the Milky Way Gallery.

“You/Your/Yours/Yourself” refers to you, a user of our services either for buying artworks or for selling your works as an artist.

“The website/This website/This site” refers to milkywaygallery.com which is owned, operated and maintained by us.

“Service/Services” refers to displaying artworks on this website for marketing and for sale, and acting as an agent between artists and buyers of one or more artworks.

“Artwork/artworks” refers to works of art owned by artists and made available for sale by them on this website, or refers to works of art no longer available for sale but provided by artists as reference works to show a buyer previous work created by them.

“Buyer/Client/Customer/Visitor” refers to a user of or visitor to this website who has the intent to buy or buys one or more artworks that are made available for sale on this website.

## Information We Collect

Whether or not you register with us and log in, we collect anonymous information to improve the usability and functionality of this website. This may include information about your browser and operating system, pages visited, your approximate geographical location, your IP address, your referral source (how you found us) and other such data. This is used in aggregate and cannot be traced to you.

If you want to buy artworks on this website, you must be 18 or more years of age and we ask you to register with us to supply contact information such as your name, email, shipping address, contact telephone number(s) and so on. This is so that we can arrange for the purchased artwork(s) to be sent to you, and so that we can contact you if we need to at any point during the transaction.

If you wish to sell artworks we ask you to register as an artist on this website, in which case we require you to accept and agree to our Artist Terms and Conditions. As an artist we additionally

require you to provide details such as your biography and a recent photograph, for the benefit of visitors who are interested in you and your work. For each artwork you wish to sell, we ask you to provide full details including an image, dimensions, medium, support, framing, description and so on. This is so that we can maximize the opportunity for visitors to see your artwork. We do not release your postal address to a buyer unless a Refund Request is processed, in which case we release your postal address so that the buyer may return your artwork to you.

If you are registered as an artist you can still purchase artworks on this website.

If you buy one or more artworks on this website, we will track progress of the transaction through to completion to ensure success. We will save the details of the transaction for normal account-auditing purposes.

We may collect information about what you view so that we can suggest other relevant work you may like.

## Use of Cookies

A cookie (also called HTTP cookie, web cookie, internet cookie or browser cookie), is a small piece of data sent from a website and stored in a user's web browser while the user is browsing that website. Cookies cannot carry viruses and cannot install malware on the host computer, but tracking cookies may be used as a way to compile long-term records of individuals' browsing histories.

The Milky Way Gallery does not use tracking cookies. We do use session cookies to check your log-in status when using our site and to record certain data variables for your convenience and speed of access. These session cookies are deleted when you close your browser.

We store your information on hosted servers protected by password access.

Third parties who advertise on or otherwise use our site may also use cookies.

By using our website you consent to our use of cookies.

## Security of your Information

Your log-in access is protected by a password personal to you. During registration you may opt in to have your chosen password emailed to your email address once only. We store your password only in encrypted form and when you log in we encrypt your entry before checking it. Therefore, we know whether you are the valid user but we do not know your password, nor do we store it in unencrypted form.

You agree to keep your access password secret and for use by you only.

Beware of fraudsters sending you "spoof" emails purporting to come from us. If you receive an email apparently from us, in accordance with security best practices everywhere you should ensure that it is genuinely from us, particularly if it involves transaction or shipping requests. We will never send you an email or otherwise contact you asking you to confirm or provide your password, though we may ask you to go to [milkywaygallery.com](http://milkywaygallery.com) and log in. If we ask you to log in to our website, we will

never provide a link to do so unless you are using our “Forgot Your Password” facility, for security reasons.

You are responsible for keeping your password and user details confidential. If you forget your password, you can request us to set up a temporary password and send it your email address. You must change this temporary password to a new one as soon as you log in.

As an artist you understand and agree that we will display details about you on your personal gallery, such as your name, photo and biography, and that we will display details of each artwork for sale by you.

We make every effort to protect your information from access by hackers, viruses, malware and so on, but we do not guarantee that your information will be held secret or remain unmodified and you agree to indemnify us against any liability for costs or expenses of any kind due to the loss or exposure of any information.

## What we do with Collected Information

We use anonymous collected information to improve the use and functionality of this site.

We use your registered information to complete purchase transactions.

We collect payments using PayPal. Financial information is entered by you only on PayPal’s site, and we do not at any time record or store your financial information. If you are interested in reading PayPal’s Privacy Policy, you can find it by searching on the internet for “PayPal Privacy Policy” or at the time of writing by visiting <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>.

We will send you commercial communications during the process of an artwork purchase to keep you informed or to request actions.

If you are an artist whose artwork has been purchased, we will send you transaction details so that you can ship the artwork to the buyer. Always be sure to log in to our website to validate that such notifications are genuine.

If you have an enquiry or a concern or complaint, we will respond appropriately in order to do our best to provide you with high-quality service.

We may personalize your website experience to you using what you have previously viewed to suggest other works that we think may be of interest to you, or by using your expressed personalization preferences.

## Google Analytics

We need to understand how this website is used in order to provide the best-possible experience to visitors. We use Google Analytics to provide analytics on usage. All user data is used in aggregate and users remain anonymous. This Google tool uses cookies and generates reports such as the volume of users by browser type, region or country, aggregate number of page visits and so on.

If you are interested in reading Google's Privacy Policy you can find it by searching for "Google Privacy Policy" or at the time of writing by visiting <http://www.google.com/policies/privacy/>

## Options and Controls Available to You

We do not without your express permission share your information with third parties in a way that it could be identified with you.

We do not without your express permission use your images, contact or other details for advertising purposes.

We may from time to time create and send a newsletter by email to buyers or artists who are registered with us, but you must explicitly agree to receive this by opting in. You may at any time choose to opt out of such communications.

Once registered you may specify whether you would like to see artwork dimensions in centimetres or inches.

Once registered you may optionally vote on any artwork that is not owned by you, providing your rating between one and five stars for the collective benefit of visitors to the site. We appreciate and value your opinion on each artwork you view, so we encourage all visitors to use this option.

You may also "Like" any page to share it on Facebook or similarly share on any other social networks that are enabled. When you like an artwork page, the artwork image will be transferred and that specific page will be linked to your Facebook timeline. However, many pages will simply link the Home page of the Milky Way Gallery to your timeline, where it might otherwise be confusing for visitors following the link to access this site.

## Links to Other Websites

This website contains links to other websites as a resource to visitors. We are not responsible for the content, practices or privacy policies of third-party websites.

## Protection of Children

Our services are intended for use by persons aged 18 or older. If you are under 18 years of age, you may not register with this site.

While the vast majority of artworks on this site are suitable for viewing by persons of any age, we advise parents and guardians that paintings involving adult male or female nudity may from time to time be displayed, following traditions established by masters of art through the ages.

## Updates and Errata

You understand that this Privacy Policy may be revised from time to time with or without notice and that by continuing to use this website you are bound by the current version which is published on this site.

You accept that the material displayed on this website may contain errors. While we will make every endeavour to ensure that the material is correct, and we will correct any errors as soon as possible, we do not warrant that any of the materials are accurate or complete.

## Application of Law

This Privacy Policy is applicable in the United Kingdom and will be governed by the laws of England. You agree that any dispute or claim related to this Privacy Policy will be subject to the jurisdiction of English courts.

You agree to indemnify, defend and hold harmless the Milky Way Gallery, its owners, directors, officers, employees, agents and affiliates, from your own or third-party claims, liability, damages, costs or legal fees arising from your use of this website.

We may disclose information about you if we are required to do so by law, or in connection with potential or actual legal proceedings, or to establish, exercise or defend our legal rights.

In the event of a suspected fraud we may disclose information about you to the appropriate legal authorities.

Your statutory rights are not affected.