

# 1. Introduction

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Welcome to **ArtHive** (“we”, “our”, or “us”).

We provide a social networking service (the “Services”) through our **iOS mobile application** and related websites.

We respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, store, and protect your information when you use **ArtHive**.

By using ArtHive, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use our Services.

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by updating the date at the top of this page and, where appropriate, within the app. Your continued use of the Services after any changes means you accept the updated Privacy Policy.

## 2. Definitions

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### **Personal Information\*\***

\*\*Information that identifies or can be used to identify you directly or indirectly. For example: nickname, device identifiers, limited contact information (if you choose to provide it), profile photo, and any other information you choose to provide.

### **Anonymous / Aggregated Information\*\***

\*\*Information that does not identify you individually. For example, statistics about how many users use a particular feature, or how often certain content is viewed.

### **Service Providers\*\***

\*\*Third-party companies that process data on our behalf to help us provide the Services, such as cloud hosting, analytics, customer support, and payment processing. They may only use your information as instructed by us and in accordance with this Privacy Policy.

### **Third-Party Partners\*\***

\*\*Trusted partners with whom we may cooperate to provide certain functions, content, or offers within ArtHive. We only share information when necessary and in accordance with applicable laws and this Privacy Policy.

# 3. Information We Collect

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## 3.1 Information You Provide

### Quick Login and Profile Information

ArtHive does **not** require a traditional user account with email and password. Instead, we may provide **quick login** or similar lightweight access methods (for example, guest access, one-tap login methods, or Apple/other platform-based sign-in where applicable).

Depending on the quick login method you choose, we may collect:

- A system-generated user ID
- A nickname or display name (you set or we generate)
- Optional profile details you choose to add (such as avatar, brief bio, interests)

If a third-party login method is used in the future (e.g., “Sign in with Apple”), we will only receive the limited information that you authorize that third party to share with us (such as an anonymous identifier and, optionally, name or email as provided by the platform).

This information is used to recognize you in the app, maintain your in-app profile and content, and provide the basic social features.

### Profile and Content Information

You may create a profile and share content within ArtHive, including:

- Profile photo or avatar, bio, interests, preferences
- Text posts, images, videos, comments, likes, and other content you upload
- Information about when content was created
- If you enable location features, approximate location information attached to your posts (e.g., city/region)

Please remember that **content you choose to share publicly can be viewed by other users**.

### Communication Information

When you communicate within ArtHive, such as:

- Direct messages
- Group chats
- Comments and replies

we may process the content of your communications, as well as approximate information such as sender, recipient, and the date and time, in order to:

- Deliver messages and enable normal use of the Services
- Maintain the security and integrity of the platform
- Prevent spam, abuse, or other violations of our Terms of Service

### **Payment Information (if applicable)**

If you make purchases or subscribe to premium services within ArHive, we (or our payment processors) may collect:

- Payment method details (such as credit/debit card information)
- Billing address
- Transaction-related information (such as purchase items, amount, date)

For security, your payment information is typically processed and stored by **third-party payment processors** compliant with applicable industry standards (such as PCI-DSS). We do not store full payment card numbers on our own servers.

## **3.2 Information We Collect Automatically**

When you use ArHive, we automatically collect certain information to ensure the app functions properly and to improve the user experience.

### **Device Information**

- Device type and model
- Operating system and version (e.g., iOS version)
- Device identifiers (such as IDFV, IP address)
- Language and time zone settings

This information helps us ensure compatibility, optimize performance, and detect and prevent misuse or fraud.

### **Log and Usage Information**

- The date and time you access the Services
- The app pages/screens you view
- Features you use and actions you take (such as likes, follows, or posting content)
- App crash information and performance data

We use this data to:

- Understand how users interact with ArHive
- Diagnose and fix technical issues
- Improve and optimize features and user experience

### Location Information (Optional)

With your permission, we may collect or access approximate location information (for example, via your device's location services or IP-based location) to:

- Provide location-based features (such as showing nearby content or recommendations, if offered)

You can control location permissions at any time in your **iOS device settings**. If you disable location access, some location-related features may not be available, but the core Services will remain usable.

### Cookies and Similar Technologies (for Websites)

If you access ArtHive through a website, we may use:

- Cookies
- Local storage
- Similar technologies

to:

- Remember your preferences
- Keep you signed in
- Analyze traffic and usage
- Improve the Services

You can manage cookies through your browser settings. Blocking or deleting cookies may affect some functions.

For the **iOS app**, we do not use cookies in the same way as websites, but similar technologies may be used for app analytics and performance.

## 4. How We Use Your Information

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We use your information strictly for legitimate purposes connected to providing and improving ArtHive.

### 4.1 Provide and Manage the Services

- Create and recognize your in-app identity (quick login ID / profile)
- Keep your status and content associated with your device or login method

- Enable social features such as profiles, follows, likes, comments, and messaging
- Process transactions, subscriptions, and in-app purchases (if applicable)
- Send you service-related notifications (for example, important updates, basic security or technical alerts)

## 4.2 Personalize Your Experience

- Show content, users, and features that may be relevant to your interests
- Customize certain in-app recommendations or feeds
- Remember your settings and preferences (such as language, notification preferences)

We do **not** use your personal information for any purpose that is incompatible with those described in this Privacy Policy without your consent.

## 4.3 Improve the Services and Perform Analytics

- Analyze how users access and use ArtHive
- Monitor app performance, diagnose problems, and prevent crashes
- Develop new features, products, and services
- Conduct internal research to improve user experience and security

Data used for analytics is often **aggregated or anonymized** so that it does not identify you personally.

## 4.4 Communications

- Respond to your inquiries and provide customer support
- Send you important service announcements (for example, changes to our terms, security-related notices)
- With your consent (where required by law), send you optional promotional messages or updates about new features, offers, or events. You may opt out of these marketing communications at any time.

# 5. How We Share Your Information

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We do **not** sell your personal information.

We only share information in the limited circumstances described below.

## 5.1 Service Providers

We may share your information with trusted **Service Providers** who work on our behalf, such as:

- Cloud hosting and storage providers
- Analytics providers
- Customer support tools
- Payment processors (for purchases/subscriptions)

These Service Providers are only allowed to use your information to provide services to us and must protect your information in accordance with this Privacy Policy and applicable laws.

## 5.2 With Your Consent or at Your Direction

We may share your information when you explicitly consent or request that we do so.

For example:

- When you choose to share content to third-party platforms or services
- When you participate in promotions or activities jointly offered with third parties (if any)

## 5.3 Legal and Safety

We may disclose your information if we believe in good faith that it is reasonably necessary to:

- Comply with applicable laws, regulations, legal processes, or enforceable governmental requests
- Enforce our Terms of Service or protect our rights and property
- Protect the safety, rights, or property of our users or the public
- Detect, prevent, or address fraud, security, or technical issues

## 5.4 Aggregated or Anonymous Information

We may share aggregated or anonymized information that does not identify you personally. For example:

- Usage statistics
- Trends and general analytics

This information cannot reasonably be used to identify any specific individual.

## 6. How We Protect Your Information

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We take the security of your personal information seriously.

### 6.1 Technical and Organizational Measures

We use appropriate technical and organizational measures to protect your information, including:

- Encryption of data in transit (for example, HTTPS/SSL)
- Firewalls and access control mechanisms
- Regular security monitoring and risk assessment

However, no method of transmission or storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

### 6.2 Access Controls

- Access to personal information is restricted to authorized employees and Service Providers who need it to perform their job duties.
- These parties are bound by confidentiality obligations and must handle your information securely.

### 6.3 Data Retention

We keep your personal information only as long as necessary for:

- Providing the Services
- Fulfilling the purposes described in this Privacy Policy
- Complying with legal obligations (for example, retention requirements for accounting or dispute resolution)

When we no longer need personal information, we will delete, anonymize, or securely store it in accordance with applicable laws.

## 7. Your Rights and Choices

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Depending on your jurisdiction, you may have certain rights regarding your personal information.

## 7.1 Access and Update

Because ArtHive uses **quick login** and does not require a full traditional account, most of your identifiable information is limited to what you set in your profile and content.

You may access and update this information directly within the app, for example:

- Edit your profile (nickname, avatar, bio, interests)
- Manage your posts and other content you have created

If you believe any information we hold about you is inaccurate or incomplete, you may also contact us using the contact details below.

## 7.2 Delete Your Data / Reset Your Identity

You may request to:

- Delete certain content you have posted; or
- Delete or reset your in-app identity (where technically feasible);

by using the available functions in the app (if provided) or by contacting us.

After deletion or reset:

- We will delete or anonymize your personal information, except where we are legally required or have a legitimate interest to retain certain information (for example, for fraud prevention or to comply with legal obligations).
- Some content or information that has already been shared with others (such as messages or posts already viewed or saved by other users) may continue to be visible, as it may be controlled by those users.

## 7.3 Opt Out of Marketing Communications

If you receive marketing notifications from us (for example, in-app messages or emails), you can:

- Change your notification settings in the app (if available), or
- Follow the unsubscribe instructions in the message, or
- Contact us to request removal from our marketing list.

Please note that even if you opt out of marketing, we may still send you **service-related** messages (for example, technical or security notices).

## 7.4 Object or Restrict Processing (Where Applicable)

In some regions, you may have the right to:

- Object to certain types of processing (for example, direct marketing)
- Request that we restrict processing of your personal information in certain circumstances

If you wish to exercise these rights, please contact us. We will respond in accordance with applicable laws.

# 8. Eligibility and Children's Privacy

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### **Eligibility (Minimum Age 17+)\*\***

**ArtHive is intended** for users aged 17 and older\*\*. By using the Services, you represent that you are at least 17 years of age and meet any other eligibility requirements in our Terms of Service.

### **Children under 13\*\***

\*\*We do not knowingly collect personal information from children under the age of 13. If we become aware that we have inadvertently collected personal information from a child under 13, we will take steps to delete such information as soon as reasonably possible.

If you believe that a child under 13 has provided us with personal information, please contact us immediately using the contact information below.

# 9. International Data Transfers

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Your information may be processed and stored in countries or regions outside of your country of residence. These locations may have different data protection laws.

When we transfer your personal information internationally, we will:

- Take appropriate measures to protect your information in accordance with this Privacy Policy and applicable laws (for example, using contractual safeguards where required).

## 10. Third-Party Links and Services

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The Services may contain links to websites, apps, or services operated by third parties.

If you choose to use these third-party services, any information you provide will be subject to their own privacy policies, not this one.

We are not responsible for the privacy practices of third-party services. We encourage you to review their privacy policies before providing them with any personal information.

## 11. Apple App Store Specific Disclosures

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Because ArtHive is distributed through the Apple App Store, the following additional disclosures apply:

- We comply with Apple's App Store Review Guidelines and applicable platform policies regarding privacy and data use.
- We do **not** use your personal information in a way that is unrelated to the core functionality of the app without your consent.
- We do **not** track you across other companies' apps and websites for advertising or marketing purposes in ways that would require the "Allow Apps to Request to Track" permission, unless we explicitly request and obtain your consent through Apple's tracking transparency framework (if applicable in the future).
- Any data that is collected is used only for:
  - Providing and improving the core features of ArtHive
  - Security and fraud prevention
  - Analytics and performance (in aggregated or non-identifying form where possible)

- If we integrate any third-party SDKs (for example, for analytics or crash reporting), we require those third parties to handle data in compliance with applicable laws, this Privacy Policy, and Apple's requirements.

The data practices described in this Privacy Policy are intended to align with the data types and purposes disclosed in the App Store "App Privacy" section for ArtHive.

## 12. Contact Us

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If you have any questions, comments, or concerns about this Privacy Policy or our privacy practices, or if you wish to exercise your rights, please contact us at:

**Email:** [ArtHivefeedback@gmail.com](mailto:ArtHivefeedback@gmail.com)

We will review and respond to your request within a reasonable period of time and in accordance with applicable laws.