

# Privacy Policy

Exposed Walls publishes this Privacy Policy to let you know how we collect, use, and disclose your personal information in the course of operating our business. It also describes your rights in relation to this information. In some circumstances, such as for certain events, we may provide additional information regarding our data practices. This Privacy Policy applies to any Exposed Walls' service, event, website, mobile application or other digital or non-digital service, and any hard copy (paper) form which provides a link to or refers to this Privacy Policy.

## INFORMATION EXPOSED WALLS COLLECTS ABOUT YOU

Personal information is information, or a combination of pieces of information, that could reasonably allow you to be identified. As described in more detail below, we collect personal information about you from a variety of sources, including information we collect from you directly, information we collect about you from other sources, and information we collect automatically from you:

### Information We Collect Directly From You

We collect information that you submit to us. The types of information that we collect directly from you include: personal details (e.g., name, date of birth, alias and/or avatar alias), contact details (e.g., phone number, email address, postal address), transaction information (e.g., bidding or purchase records, shipping details, information about items you purchase or wish to consign), limited financial information (e.g., tokenized payment information in connection with your purchases, wire instructions, digital wallet details and address), username and password, user ID, unique device ID, information on forms required for certain transactions (e.g. social security number), and identification information (e.g. photo ID).

### Information We Collect From Other Sources

We may collect information about you from external sources, including social media sites and data supplementation services. The types of information we collect about you from other sources include your public profile information, family relationships, and organizational affiliations. We may work to expand our customer base by acquiring names, contact data, financial information, affiliations, and demographic information from other sources such as private companies, public registers, and social media sites, where permitted by law. We may also generate information such as appraisals, profiles, and a history of our relationships with you based on the information you have provided or that we have obtained from other sources, as permitted under applicable law.

### Information We Collect Automatically

- We may use common data collection technologies as you visit our websites or apps or interact with our emails. For example: Our logs gather date, time, information about your browser and system or device configuration, information about how you interact with our digital properties, and an IP address for all visitors to our sites.
- If you have registered with us online, we use data collection technologies to collect information that indicates your individual interests in our websites, online platforms and apps, and your response to our emails and marketing campaigns.
- The Cookies and similar technologies on our digital platforms can also read and collect data about your browsers as you visit and interact with those platforms: please read our Cookie Policy for more detailed information about what cookies are, what kinds are used on our sites, and what choices you have. As described further in our Cookie Policy, we use these technologies to enable you to use our digital platforms, learn how you and others interact with our digital platforms, personalize the content on our digital platforms, and to deliver advertising based on your interests, including those inferred from your activities over time and across digital platforms operated by us and others.

### HOW EXPOSED WALLS USES INFORMATION ABOUT YOU

- Exposed Walls uses data about you for the following purposes, as permitted by applicable law:
- To manage and assure the integrity of our sales.
- To fulfill your orders and purchases, provide the services, publications, catalogs, and information you request, and manage your account, inquiries and requests and to manage your relationship with us.
- To send you information about upcoming events and content that you may be interested in.
- To improve and personalize based on your inferred interests our website and services.
- To expand our online audiences.

- To provide, maintain, and protect our digital offerings.
- To protect against risk of fraud by clients.
- To protect and defend our rights and property, you, or third parties.
- To comply with legal obligations to which we are subject and cooperate with regulators and law enforcement bodies.
- For other purposes that we tell you about specifically when you register or provide data about yourself to us.

#### **HOW EXPOSED WALLS DISCLOSES INFORMATION ABOUT YOU**

- Exposed Walls may disclose personal information to other companies or entities as follows:
- To business partners and vendors that work on our behalf to provide services such as item shipments, mailings, customer account and technology support, secure payment processing, fraud prevention, digital marketing management, and data storage.
- To organizations we partner with to host events.
- To digital wallet and cryptocurrency providers as required to complete your sale or purchase. Please see their privacy policies for details of how they use your personal information.
- To law enforcement or other entities that present valid legal process or in our discretion, unless otherwise prohibited by law, to protect human safety, our rights, or the rights of others.
- To meet certain legal compliance requirements, for example under anti-money laundering laws or customs laws and regulations.
- As part of a sale, merger, liquidation, or transfer of our business assets.

- We may share information with digital advertising and analytics firms so that they may recognize your devices and deliver interest-based content and advertisements to you. The information we share may include your name, postal address, email, device ID, or other identifier. These firms may collect additional information from you, such as your IP address and information about your browser or operating system; may combine information about you with information from other companies in data sharing cooperatives in which we participate; and may place or recognize their own unique cookie on your browser.

### **What is the legal basis on which Exposed Walls relies to process your data?**

On some occasions, Exposed Walls processes your data with your consent (e.g., when you agree that we may place cookies, or if you ask Exposed Walls to send you information about upcoming events).

On other occasions, Exposed Walls processes your data when we need to do this to fulfill a contract with you (e.g., for billing purposes) or where we are required to do this by law (e.g., where we have to fulfill anti-money laundering requirements). If it is mandatory for you to provide data for these purposes, we will make this clear at the time and will also explain what will happen if you do not provide the data (e.g., that we will not be able to process the transaction).

Exposed Walls also processes your data when it is our legitimate interests to do this and when these interests are not overridden by your data protection rights. For example, Exposed Walls has a legitimate interest in ensuring the security and integrity of our sales, in learning about the interests and preferences of our current and prospective clients, in developing new business opportunities, in maintaining accurate business and provenance records, and in ensuring that our websites and apps operate effectively. When we process personal information to meet our legitimate interests, we put in place robust safeguards to ensure that your privacy is protected and to ensure that our legitimate interests are not overridden by your interests or fundamental rights and freedoms.

### **Your rights**

You may ask Exposed Walls for a copy of your personal information, to correct it, erase it, restrict our use of it, or to transfer it to other organizations at your request subject to local law. You also have rights to object to some processing and, where we have asked for your consent to process your data, to withdraw this consent. In particular, you have rights to object to direct marketing at any time.

Where we process your data because we have a legitimate interest in doing so (as explained above), you also have a right to object to this. These rights may be limited in some situations – for example, where we can demonstrate that we have a legal requirement to process your data.

If you would like to discuss or exercise such rights, please contact us at the details below. We encourage you to contact us to update or correct your information if it changes or if the personal information we hold about you is inaccurate. We will contact you if we need additional information from you in order to honor your requests.

We hope that we can satisfy queries you may have about the way we process your data. We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. However, if you have unresolved concerns and believe that we have not been able to assist with your complaint or concern, you also have the right to complain to data protection authorities.

For questions about this Privacy Policy please email us at [gorilla@exposedwalls.com](mailto:gorilla@exposedwalls.com)

#### **CHANGES TO THIS POLICY:**

You may request a copy of this Policy from us using the contact details set out above. We may modify or update this Policy from time to time. If we change this Policy, we will notify you of the changes by updating this Policy on our website. Where changes to this Policy notice will have a fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise your rights.