

Privacy Policy

Asian Art & Culture ("we," "us," or "our") operates www.asianartandculture.nl (the "Site"), an online store specializing in the sale of fine art prints.

This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our Site, make a purchase, or interact with us. By using the Site or purchasing our products, you agree to the collection and use of information as described in this policy.

We are committed to protecting your privacy and handling your personal information responsibly.

1. Information We Collect

We collect information in the following ways:

- **Information You Provide Directly** When you create an account, place an order, contact us, or otherwise interact with the Site, we may collect:
 - Personal identifiers: Name, email address, phone number
 - Billing and shipping information: Address, city, state/province, ZIP/postal code, country
 - Payment information: We do not store full credit/debit card details; these are handled securely by our third-party payment processors
 - Other details: Any information you voluntarily provide (e.g., in messages, reviews, or custom requests for prints)
- **Information Collected Automatically**
 - Usage data: IP address, browser type/version, operating system, pages visited, time/date of visits, time spent on pages, referral sources
 - Device information: Unique device identifiers, mobile network info
 - Cookies and similar technologies: We use cookies, pixels, and tracking tools for functionality, analytics.
- **Information from Third Parties** We may receive information about you from payment processors, shipping carriers, or analytics providers to complete transactions or improve our services.

2. How We Use Your Information

We use the collected information to:

- Process and fulfill your orders (including payment processing, printing, packaging, and shipping fine art prints)
- Communicate with you about your orders, shipments, inquiries, or account
- Provide customer support and handle returns/exchanges

- Send transactional emails (e.g., order confirmations, shipping updates)
- Improve the Site, products, and user experience
- Prevent fraud, enforce our terms, and comply with legal obligations
- Personalize your experience

3. Sharing Your Information

We do not sell your personal information. We may share it in these limited cases:

- **Third-Party Payment Processors** — To securely process payments we share only necessary transaction details; full payment card information is handled directly by the processor and governed by their privacy policy. We encourage you to review their policies.
- **Shipping and Fulfillment Partners** — To deliver your art prints, we share name, shipping address, and order details with shipping partners as needed.
- **Service Providers** — Third parties that help us operate the Site are contractually required to protect your data and use it only for the services they provide.

4. Payment Information Security

We use industry-standard security measures (e.g., encryption) to protect data during transmission. Payment processing complies with PCI DSS standards through our third-party providers. We do not store sensitive payment card details on our servers.

5. International Transfers

If you are outside Netherlands, your information may be transferred to and processed in your country. We take appropriate safeguards to protect data in line with applicable laws.

6. Your Rights and Choices

Depending on your location, you may have rights regarding your personal data, such as:

- Access, correction, or deletion of your information
- Objecting to or restricting certain processing
- Withdrawing consent where applicable

For California residents (CCPA/CPRA): We do not sell personal information. You may request details about categories collected/shared. Contact us to exercise rights.

For EU/UK residents (GDPR): We act as data controller. Contact us for rights requests.

7. Data Retention

We keep personal information only as long as necessary for the purposes outlined (e.g., order records for accounting/tax purposes, typically 7 years) or as required by law. After that, we securely delete or anonymize it.

8. Children's Privacy

Our Site and services are not directed to children under 16 (or the applicable age in your region). We do not knowingly collect personal information from children. If we learn we have, we will delete it.

9. Changes to This Privacy Policy

We may update this policy. Changes will be posted here with a revised effective date. For significant changes, we may notify you via email or a Site notice.

10. Contact Us

For questions, rights requests, or concerns:

- Asian Art & Culture [contact form](#)

Thank you for trusting us with your information as you enjoy our fine art prints.