

# Privacy Policy

**Effective Date:** December 19, 2024

Portrait ("**Portrait**," "**we**," "**us**," or "**our**") is committed to protecting your privacy. This Privacy Policy describes how we collect, use, store, and disclose your personal information when you use our services, including our website at [portrait.so](https://portrait.so) ("**Site**"). By accessing or using our services, you acknowledge that you have read, understood, and agree to the collection and use of your information as described in this Privacy Policy.

## Contact Information:

- **Privacy Inquiries:** [privacy@portrait.so](mailto:privacy@portrait.so)
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## 1. Introduction

This Privacy Policy applies to all users of Portrait's services. It explains what information we collect, why we collect it, how we use it, and the rights you have regarding your information.

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## 2. Information We Collect

### 2.1 Personal Information You Provide to Us

When you interact with our services, we may collect personal information that you voluntarily provide, such as:

- **Contact Information:** Email address, name, and other contact details when you subscribe to our newsletter, contact us, or register for an account.
- **Account Information:** Username, profile picture, and other details you choose to provide when creating a user profile.
- **Communications:** Content of messages or requests you send to us.

### 2.2 Information Collected Automatically

When you use our services, we may automatically collect certain information about your device and usage, including:

- **Device Information:** IP address, browser type, operating system, and device identifiers.
- **Usage Information:** Pages viewed, links clicked, and other actions taken on our Site.
- **Cookies and Similar Technologies:** We use cookies and similar tracking technologies to collect information about your interactions with our services.

## 2.3 Information Collected via Decentralized Networks

Due to the decentralized nature of blockchain networks:

- **Blockchain Data:** Any transactions you conduct using decentralized networks may be recorded on public blockchain networks. This may include your blockchain address and details of the transactions.
- **Immutable Data:** Content uploaded to decentralized storage networks (e.g., IPFS, Filecoin, Arweave) is permanent and cannot be altered or deleted.

## 2.4 Third-Party Sources

We may receive information about you from third-party sources, such as:

- **Wallet Providers:** Information associated with your blockchain Wallet when you connect it to our services.
  - **Publicly Available Sources:** Information from public blockchains and other public databases.
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# 3. Legal Basis for Processing

We process your personal information based on the following legal grounds:

- **Consent:** When you provide consent for us to process your personal information for specific purposes.
  - **Contractual Necessity:** To perform our obligations under a contract with you or to take steps at your request before entering into a contract.
  - **Legitimate Interests:** For our legitimate business interests, such as improving our services, provided that such processing does not outweigh your rights and freedoms.
  - **Legal Obligations:** To comply with legal obligations or lawful requests.
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# 4. How We Use Your Information

We may use your information for the following purposes:

## 4.1 Providing and Improving Services

- **Service Delivery:** To operate, maintain, and provide features of our services.
- **Personalization:** To personalize your experience and provide content tailored to your interests.
- **Customer Support:** To respond to your inquiries, comments, or feedback.

## 4.2 Communication

- **Updates and Notifications:** To send you administrative information, updates, security alerts, and support messages.
- **Marketing:** To send you newsletters, promotions, or other marketing communications (you may opt out at any time).

### 4.3 Compliance and Protection

- **Legal Compliance:** To comply with applicable laws, regulations, and legal processes.
  - **Security:** To detect, prevent, and address fraud, security breaches, or other harmful activities.
  - **Enforcement:** To enforce our Terms of Service and other agreements.
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## 5. Cookies and Similar Technologies

We use cookies and similar tracking technologies to collect and use personal information about you. This may include:

- **Essential Cookies:** Necessary for the functioning of our services.
- **Analytics Cookies:** To understand how you use our services and improve them.
- **Advertising Cookies:** To deliver personalized advertisements.

**Your Choices:** You can manage your cookie preferences through your browser settings. However, disabling cookies may affect the functionality of our services.

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## 6. How We Share Your Information

We may share your personal information in the following circumstances:

### 6.1 Service Providers

We may share your information with third-party service providers who perform services on our behalf, such as hosting, analytics, customer support, and marketing.

### 6.2 Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities.

### 6.3 Business Transfers

In the event of a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction.

## 6.4 With Your Consent

We may share your information with third parties when you provide consent.

## 6.5 Public Blockchain

Any transactions conducted via decentralized networks are recorded on public blockchain networks and are accessible to anyone. This includes your blockchain address and transaction details.

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# 7. International Data Transfers

Your personal information may be transferred to and processed in countries other than your country of residence. These countries may have data protection laws different from those in your country.

We take appropriate safeguards to ensure that your personal information remains protected in accordance with this Privacy Policy and applicable laws.

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# 8. Your Rights and Choices

## 8.1 Rights Under GDPR

If you are located in the European Economic Area (EEA), you have the following data protection rights:

- **Access:** Request access to your personal information.
- **Rectification:** Request correction of inaccurate or incomplete personal information.
- **Erasure:** Request deletion of your personal information under certain circumstances.
- **Restriction:** Request restriction of processing of your personal information.
- **Data Portability:** Request a copy of your personal information in a structured, commonly used, and machine-readable format.
- **Objection:** Object to processing of your personal information based on legitimate interests.
- **Withdrawal of Consent:** Withdraw your consent at any time where we rely on consent to process your personal information.

**Exercising Your Rights:** To exercise your rights, please contact us at [privacy@portrait.so](mailto:privacy@portrait.so). We may need to verify your identity before fulfilling your request.

## 8.2 Limitations Due to Decentralization

Due to the immutable nature of blockchain and decentralized storage networks, we may not be able to:

- **Erase or Modify Data:** Delete or alter data stored on public blockchains or decentralized storage networks.
- **Control Access:** Restrict access to your data on decentralized networks.

By using our services, you acknowledge and accept these limitations.

### 8.3 Opt-Out of Marketing Communications

You may opt out of receiving marketing emails from us by following the unsubscribe instructions in those emails or by contacting us.

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## 9. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no security measures are completely secure, and we cannot guarantee absolute security.

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## 10. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

- **Account Information:** Until you delete your account or as required by law.
  - **Communications:** For a reasonable period to provide customer support and improve our services.
  - **Cookies and Analytics Data:** As specified in our cookies policy or until you clear your browser cookies.
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## 11. Children's Privacy

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children under the age of 18. If you become aware that a minor has provided us with personal information, please contact us, and we will take steps to delete such information.

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## 12. Third-Party Websites and Services

Our services may contain links to third-party websites or services that are not owned or controlled by us. We are not responsible for the privacy practices of such third parties. We encourage you to review the privacy policies of any third-party websites or services you visit.

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## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make material changes, we will notify you by email or through the services before the changes become effective. Your continued use of our services after the effective date constitutes your acceptance of the revised Privacy Policy.

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## 14. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

- **Email:** [privacy@portrait.so](mailto:privacy@portrait.so)
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**By accessing or using our services, you acknowledge that you have read, understood, and agree to this Privacy Policy.**