

Deep Space Sparkle Privacy Policy

This Privacy Policy outlines the types of information Deep Space Sparkle (DSS) gathers, keeps, and uses when you visit our website and use our software, web applications, services, downloadable programs, or code (DSS Services). This agreement also outlines the information you provide to us in person, over the phone, via electronic mail or digital messaging service, “snail mail”.

Data Controller

A “Data Controller” is an entity that determines the purpose and means for processing personal data of users. DSS is the Data controller for all data relating to this Privacy Policy. A “Data Processor” is an entity that processes data on behalf of the Data Controller. Google, specifically Google analytics is a Data Processor used by DSS. DSS uses various Data Processors. In some instances, DSS may process data on your behalf, in others DSS may use a data processor. The data processors DSS uses are outlined in this agreement.

Data Collected

DSS strives to collect the minimum amount of data necessary regarding users. DSS is in the business of teaching art, not selling data. However, because some of our Services are offered via the internet, and use digital devices, DSS necessarily must collect certain amounts of information.

Data Retention

User information is kept as long as necessary for DSS to use the data for a legitimate purpose. Some data may, such as billing information, be kept for as long as possible to process payments, or may only be deleted when a user terminates an account. Other information may be kept for as long as necessary for DSS to perform a service. For example, if a user is working on an art project, the project may be saved for as long as a user is working on it or may be saved for a user to come back to later. DSS performs routine data audits and deletes data no longer used or reasonably expected to be used to provide DSS services.

Basic Information

DSS collects some basic information such as the name and age of users. For billing purposes, DSS may also collect payment information regarding billing such as credit card information, and address information associated with payment information.

Interaction Information

DSS may also collect information regarding how users interact with DSS Services. Such information includes, how many times a user logs into an account, what tutorial a user is using, how long a user is logged into an account for, the geographic information of where a user has logged into and uses an account, and how much time a user spends using DSS Services. DSS may also collect data regarding the actual artwork a user creates while using DSS Services.

Cookies and Persistent Identifiers

For DSS services to work better, DSS collects information that identifies computers, browsers, and other digital devices used to access DSS services. Cookies are pieces of code or information placed in a digital device that are used to identify a digital device and user when they return to a particular website. DSS does use Cookies, and some third parties DSS associates with, may also use cookies as well.

The use of Cookies has been a standard practice of many websites since almost the inception of the internet. Users may notify DSS if they do not want to receive cookies, however some essential functions of DSS services may not function if cookies are not enabled.

Other Information

DSS may also collect non personally identifying information. This information includes the IP, MAC, or otherwise identifying address of the computer or device used to access DSS websites and services. DSS may also collect information regarding the network you used to access the DSS site, the date, time, geographical location, and pages you accessed when visiting DSS websites. DSS may also collect information such as the browser and operating system you used when accessing DSS sites and Services, and what referring page, the webpage or website you used to access a link to the DSS site to get here, was viewed by you.

Google Analytics

DSS may use Google Analytics Demographics and Interest Reporting as well as other Google services. DSS has a legitimate interest in using these services because they assist DSS in providing its Services to relevant consumers, help DSS understand user preferences, and help DSS improve its Services to users. To use these services, DSS necessarily must disclose to Google information that is collected as described in this Privacy Policy.

Other Use of Data

DSS has a legitimate interest in ensuring that its Services operate correctly and match user needs. As such, DSS may aggregate user data and analyze it to improve the performance of DSS Services. DSS may collect and process data such as what tutorials are accessed and by what

demographic, the amount of time spent per tutorial, the type and amount of artwork created from each tutorial. DSS also has a legitimate interest in communicating with users and potential users. DSS may use information provided by you to communicate with you digitally regarding DSS services.

Children's Data

Because DSS provides art activities for children, DSS must necessarily collect some data from children lawfully using DSS Services. As such DSS is completely transparent regarding the data it collects from children. First, Whenever DSS collects data from a child, the data is only kept for as long as required to provide a service for the child, or only kept for an amount of time as prescribed by law. Second, any data collected from a child is only used to give children access to parts of the DSS website and services. No data collected from children is sold to third parties. Additionally, DSS may collect data necessary for children to create art using DSS services, such as the artwork rendered in a digital studio.

Accidental Collection and Children's Online Privacy Protection Rule COPPA

Because the internet is an anonymous place, by no volition of its own DSS may accidentally collect data of a child. If DSS discovers that it has collected data from a child DSS will immediately delete the data permanently. Additionally, if you become aware that your child or someone else has submitted a child's data to us, you may alert us at support@deepspaceparkle.com.

Teacher/ Educator Consent

DSS may be used in a school or educational environment. Under COPPA, a teacher or school administrator may provide consent for children to use DSS Services instead of a parent or guardian. In certain instances, DSS may accept teacher consent as a substitute for parental consent. Parents dissatisfied with a teacher's decision to provide consent, may request deletion of their child's data by contacting the address from above.

Third Party Links

DSS websites may contain links to third party websites, including our other business partners. DSS is not responsible for the data collection and retention of these other websites, users are encouraged to review the privacy policy of other websites. DSS has no control over or responsibility for any third party links. These links are provided for the sole purpose of convenience to our website visitors.

Data Security

DSS takes reasonable security measures to protect, delete, and keep confidential all data DSS collects. Unfortunately, no data transmission over the internet can be entirely safe. In the event a data breach occurs DSS will notify you and the proper EEA, California authority, or other state and federal authority (if required) within seventy-two hours (if reasonably feasible).

Contact Our Data Controller

For requests regarding how we use your data, to file a complaint, delete your data, or inquire if DSS has any data regarding you or your child, please send an email to support@deepspaceparkle.com. Please note, for inquiries regarding a child, you may be required to show proof you are a child's parent or guardian.