

Privacy Policy

Effective May 27, 2026.

1. Introduction

Seyffert Art LLC, doing business as Seyff (“Seyff,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us. This privacy policy (this “Privacy Policy”) describes the information we collect, how we use it, with whom we share it, and the choices and rights you have. This Privacy Policy applies to seyff.co and to interactions with Seyff in connection with our services.

2. Information We Collect

Information you provide directly

- Contact information: name, email address, phone number, business name, billing address.
- Booking information: event date, headcount, accessibility needs, dietary notes, and similar details required to deliver a session.
- Payment information: limited to what is required to process a payment. We use QuickBooks Online and other payment processors to handle payment information; we do not store full payment card numbers.
- Application materials for gallery exhibitions: artist biography, statement, sample images, CV, social media links, address.
- Photographs and likeness captured during studio events (subject to opt out as described below).
- Communications: emails, form submissions, and any other content you send to us.

Information collected automatically

- Device and browser information (browser type, operating system, IP address, language).
- Usage data (pages visited, links clicked, referral source, time on site).
- Cookies and similar technologies (described in detail in our Cookie Policy).

Information from third parties

- Information from our website host (Wix), which provides analytics and visitor data.
- Information from our email service provider (Mailchimp), which provides engagement data on email campaigns.
- Information from payment processors (QuickBooks, Stripe), which provide transaction confirmations.
- Information you may permit a third-party platform to share with us (for example, LinkedIn) when you connect that account.

3. How We Use Information

- To provide, manage, and deliver our services and respond to inquiries.
- To process bookings, issue invoices, and complete payments.
- To send confirmations, reminders, and post event communications.

- To send marketing emails about Seyff offerings, with your consent and subject to your right to opt out.
- To review and respond to gallery exhibition applications.
- To improve the Site, our services, and the customer experience.
- To comply with legal obligations, enforce our agreements, and protect Seyff, our customers, and the public.
- To photograph and document events for marketing and promotional purposes, subject to your right to opt out.

4. How We Share Information

We do not sell your personal information. We share personal information only as described below.

- Service providers: with vendors who help us operate, including Wix (hosting and forms), QuickBooks Online (invoicing and accounting), Mailchimp (email), Zapier (automation), Stripe and similar payment processors, and our accountants and attorneys.
- Insurance and legal: with our insurer, attorneys, or other professional advisors, as needed.
- Legal requirements: where required by law, court order, or government request, or where we believe disclosure is necessary to prevent harm or enforce our agreements.
- Business transfers: in connection with a merger, sale, or other transfer of business assets, subject to standard confidentiality protections.
- With your consent: in any other circumstance where you direct us to share information.

5. Cookies and Tracking Technologies

We use cookies and similar technologies on the Site. See our Cookie Policy for details on which cookies we use and how to manage them.

6. Data Security

We maintain reasonable administrative, technical, and physical safeguards to protect personal information against unauthorized access, alteration, disclosure, and destruction. We comply with applicable New York data security laws, including the New York SHIELD Act. No method of transmission or storage is fully secure, and we cannot guarantee absolute security.

7. Data Retention

We retain personal information for as long as needed to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. Booking and invoicing records are retained for at least seven years for tax and accounting purposes. Marketing contact data is retained until you unsubscribe or request deletion. Gallery application materials are retained for two years following the close of the applicable application cycle.

8. [Your Rights and Choices](#)

- Access and correction: you may request access to or correction of the personal information we hold about you by emailing info@seyff.co.
- Deletion: you may request deletion of personal information, subject to retention obligations described above.
- Marketing opt out: you may unsubscribe from marketing emails at any time using the link in the email or by emailing us.
- Photography opt out: you may opt out of photography and video at the time of booking or on arrival at the studio.
- California residents: California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRRA) provide additional rights, including the right to know what categories of personal information are collected, the right to request deletion, the right to correct inaccurate information, and the right to opt out of any sale or sharing of personal information. We do not sell personal information.
- EU and UK residents: General Data Protection Regulation (GDPR) provides additional rights, including the right of access, rectification, erasure, restriction, portability, and objection. You may exercise these rights by emailing us.

9. [Children](#)

The Site and services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe we have collected information from a child, please contact us so we can delete it.

10. [Third-party Websites](#)

The Site contains links to third party websites and integrations. We are not responsible for the privacy practices of those sites. We encourage you to review their privacy policies.

11. [International Users](#)

Seyff is based in the United States and our servers and service providers may be located in the United States. If you access the Site from outside the United States, your information will be transferred to and processed in the United States, where data protection laws may differ from those in your country.

12. [Changes to this Policy](#)

We may update this Privacy Policy from time to time. The effective date at the top of this Privacy Policy reflects the most recent update. Material changes will be communicated through the Site and, where appropriate, by email.

13. [Contact](#)

To exercise any right described in this Privacy Policy or to ask a question about our privacy practices, contact us at: Seyffert Art LLC, doing business as Seyff, 247 Water Street, Unit 307, Brooklyn, NY 11201, info@seyff.co.