# Privacy Policy

*Bird Atelier*

| | |
|---|---|
| **Operator** | Amael Loic Bogne, operating as Bird Atelier |
| **Products** | Bird Atelier, and other products offered through Bird Atelier |
| **Website** | https://birdsartatelier.com |
| **Effective date** | November 8, 2026 |
| **Version** | 1.0 |

**Plain-language overview**

This Policy explains what personal information we collect, why we use it, the service providers involved, and the choices and rights available to you. It applies to the website, checkout, platform access, emails, support requests, and related interactions.

## Contents


1. Who we are and how to contact us
2. Scope of this Policy
3. Our privacy officer
4. Personal information we collect
5. How we collect information
6. Why we use information
7. Consent and your choices
8. Service providers and disclosures
9. Cookies, analytics, and advertising
10. Email communications
11. Processing outside Quebec
12. Retention and destruction
13. Security safeguards
14. Confidentiality incidents
15. Your privacy rights
16. Children and minors
17. Third-party links
18. Changes to this Policy
19. Contact and complaints


## 1. Who we are and how to contact us

Bird Atelier is an online watercolor platform operated by Amael Loic Bogne, an individual based in Quebec, Canada. In this Policy, “Bird Atelier,” “we,” “us,” and “our” refer to Amael Loic Bogne operating as Bird Atelier. “You” refers to a visitor, prospective customer, purchaser, member, or other person who interacts with us. “The platform” refers to Bird Atelier and any product offered through it, including its bonuses.

| | |
|---|---|
| **Business** | Bird Atelier |
| **Operator** | Amael Loic Bogne |
| **Address** | 6-3881 Av Linton, Montreal, Quebec, Canada |
| **Email** | kyme@birdsartatelier.com |
| **Website** | https://birdsartatelier.com |

## 2. Scope of this Policy

This Privacy Policy applies when you:

- visit https://birdsartatelier.com or another page that links to this Policy;
- purchase, access, or use Bird Atelier;
- create or use a member account;
- subscribe to or receive emails from us;
- contact us for support, privacy requests, refunds, or general questions;
- submit photographs, paintings, feedback, reviews, testimonials, or other platform-related materials; or
- otherwise interact with our online services.

This Policy does not govern websites, applications, payment services, retailers, or other services operated independently by third parties. Their own privacy notices apply to their activities.

## 3. Our privacy officer

Amael Loic Bogne is the person responsible for the protection of personal information for Bird Atelier. Privacy questions, access or correction requests, consent withdrawals, and complaints may be sent to kyme@birdsartatelier.com or mailed to 6-3881 Av Linton, Montreal, Quebec, Canada.

## 4. Personal information we collect

The information collected depends on how you interact with us. We seek to limit collection to information reasonably necessary for identified purposes.

### 4.1 Identity and contact information

name; email address; billing or mailing address; country, province, state, or region; preferred language; and account username or profile information, where applicable.

### 4.2 Purchase and transaction information

product purchased; purchase date, price, discount, taxes, and currency; transaction, invoice, or order identifier; payment method (card or PayPal); payment status and limited payment-related information supplied by the payment processor; refund, cancellation, dispute, and chargeback information; and records needed for accounting, tax, fraud prevention, and consumer-protection purposes. Card payments are handled by Stripe and PayPal payments by PayPal. We do not receive or store your complete payment-card number or security code.

### 4.3 Account and platform information

account login and authentication information; access status; birds, lessons, and resources opened, saved, or started; Beginner Route progress and Personal Studio contents; downloads; and technical or support information needed to maintain your account and provide the platform.

### 4.4 Communications and support

We may retain the contents of emails, forms, refund requests, complaints, survey responses, and other communications, together with related contact and account information.

### 4.5 Photographs, paintings, and voluntary submissions

You may choose to submit photographs of your finished paintings, questions, feedback, reviews, testimonials, or other materials. These materials may contain personal information, including identifiable people, locations, or information visible in the background. Please submit only materials you have the right to share and remove unnecessary personal or sensitive information before uploading or sending them. We do not use your name, photograph, painting, review, or testimonial in public advertising without your permission, unless you deliberately post it to a feature that is clearly identified as public.

### 4.6 Technical and usage information

Internet Protocol address and approximate region; browser, device type, operating system, and language settings; dates and times of access; pages viewed, links selected, scrolling, clicks, and other interactions; referring pages and campaign information; cookie or similar identifiers, where permitted; and security, error, performance, and diagnostic logs.

### 4.7 Marketing preferences

whether and when you consented to promotional communications; the source and method of consent; email delivery and engagement information, where enabled; communication preferences; and unsubscribe or suppression records.

## 5. How we collect information

We collect information directly from you through forms, checkout, account registration, email, and platform features; automatically through the website, server logs, cookies, and similar technologies;

from Stripe or PayPal after a transaction; from Vercel, Supabase, Resend, Microsoft Clarity, Meta, and other providers acting on our behalf; from a person who purchases access for you or communicates with us on your behalf; and from publicly available sources where permitted by law.

## 6. Why we use information

We may use personal information to:

- provide purchase information and process orders, payments, taxes, refunds, cancellations, and disputes;
- create and administer member accounts and platform access;
- deliver lessons, downloads, receipts, access instructions, service notices, and platform updates;
- provide support and respond to questions, complaints, legal requests, and privacy requests;
- maintain your progress, Personal Studio, access continuity, and account security;
- detect and prevent fraud, unauthorized account sharing, abuse, malware, and security incidents;
- operate, maintain, troubleshoot, secure, and improve the website and platform;
- understand aggregate use of the website and platform;
- maintain transaction, accounting, tax, and legal records;
- enforce our Terms and Conditions and protect legal rights;
- comply with legal and regulatory obligations;
- send promotional communications where permitted and subject to your choices; and
- carry out another purpose disclosed when the information is collected, with any consent required by law.

If information is required to complete a purchase, establish an account, or provide platform access, refusing to provide it may prevent us from supplying the requested service. Optional information will be identified by the context or the form.

## 7. Consent and your choices

Where consent is required, we seek consent that is clear, informed, specific, and appropriate to the sensitivity of the information and the intended use. Consent for promotional emails and non-essential analytics is separate from consent needed to process a purchase or provide the platform. You may withdraw consent to an optional use by unsubscribing from promotional emails or contacting kyme@birdsartatelier.com. A withdrawal does not affect processing already lawfully completed and may prevent us from providing a feature that depends on the information. We do not make the supply of the platform conditional on consent to unrelated marketing or non-essential analytics.

## 8. Service providers and disclosures

We do not sell or rent personal information. We may disclose information to service providers only as reasonably necessary for them to perform services for us, subject to appropriate contractual,

security, and legal safeguards.

| Provider or category | Purpose | Information involved |
|---|---|---|
| Supabase | Database hosting for accounts, orders, checkout records, and site-visit records | Account, purchase, progress, support, and website usage information |
| Vercel | Website hosting, delivery, security, and technical logs | Device, network, request, security, and website usage information |
| Stripe | Card payment processing, fraud prevention, receipts, and refunds | Name, email address, billing, transaction, and payment information |
| PayPal | PayPal payment processing, fraud prevention, and refunds | Name, email address, transaction, and payment information |
| Resend | Transactional and promotional email delivery | Name, email address, message, delivery, and engagement information |
| Microsoft Clarity | Analytics, heatmaps, session replay, and website improvement | Device, browser, page interaction, cookie, and usage information |
| Meta Platforms | Advertising measurement, conversion tracking, and audience building for ads | Device, browser, page interaction, cookie or advertising identifier, and the value and currency of a purchase |
| Professional advisers and authorities | Accounting, legal advice, insurance, compliance, or legally required disclosure | Information reasonably necessary for the relevant purpose |

We may also disclose information with your consent; to investigate fraud or security incidents; to establish, exercise, or defend legal claims; to protect a person's rights, safety, or property; as part of a proposed business transfer subject to appropriate safeguards; or where required or authorized by law.

## 9. Cookies, analytics, and advertising

### 9.1 Essential technologies

The website may use strictly necessary cookies or similar storage to maintain secure sessions, authenticate accounts, remember transaction or privacy choices, prevent fraud, balance website traffic, and provide requested functionality. Blocking essential technologies may prevent parts of the website or platform from working.

### 9.2 Our own visit measurement

We set a first-party cookie that identifies your browser's visit for 30 days, together with the campaign tags of the link you followed and the website that referred you, if any. We use it to count visits to the sales and checkout pages and to connect a visit with a checkout or purchase. This information is stored in our own database and is not shared with advertisers.

### 9.3 Microsoft Clarity analytics

We use Microsoft Clarity to understand how visitors use the website. It generates heatmaps and session replays and collects information about page views, clicks, scrolling, navigation, browser and device characteristics, approximate location, and similar interaction data. Payment-card fields are provided by Stripe and PayPal in their own secure frames and are not captured. You should nevertheless avoid entering sensitive information into free-text fields unless it is necessary for the request.

### 9.4 Meta Pixel

We use the Meta Pixel on our pages so that advertising we run on Meta platforms can be measured, and, where permitted, so that audiences can be built for that advertising. The pixel loads in your browser and may set cookies or similar identifiers, including a browser identifier that Meta can associate with a Meta account.

The pixel reports standard events to Meta: a page view when you open a page, the start of checkout when the payment page loads, and a completed purchase, including the amount and currency of the order. We do not send your name, email address, or payment-card details to Meta through the pixel.

Meta acts as an independent controller for the information it receives through the pixel and processes it under its own terms and policies. You can review and adjust how Meta uses information about you for advertising in your Meta account settings.

### 9.5 Analytics and advertising choices

We do not use a third-party cookie-consent platform, and the website does not currently present an analytics preference control. Our visit measurement, Microsoft Clarity, and the Meta Pixel are initialized when you open a page on which they are enabled, and any cookies or identifiers they use are set at that point rather than after a separate choice. You may prevent or remove these technologies using your browser's controls, for example by blocking or clearing cookies and site data or by browsing in a private window. Declining them does not affect your access to checkout or to the platform. You may also ask us to stop processing your information for analytics, or to delete information we hold about you, by contacting kyme@birdsartatelier.com. Section 15 explains those rights.

> **Important transparency notice**
> Microsoft Clarity and the Meta Pixel are enabled on this website without a prior consent step, and the cookies and cross-session identifiers they use are set when a page loads. Bird Atelier does not use analytics data to make decisions that produce legal or similarly significant effects about individuals.

## 10. Email communications

We use Resend to deliver purchase confirmations, access messages, password or security notices, support responses, and other communications needed to provide the service. Stripe and PayPal may also send you their own payment receipts. We send promotional emails only where permitted by applicable law. Marketing consent is not required to purchase Bird Atelier. Promotional messages identify the sender and include an unsubscribe mechanism. You may unsubscribe at any time using the link in the message or by contacting us. We may retain a minimal suppression record so that your request continues to be respected. Unsubscribing from marketing does not prevent necessary transactional or service communications relating to a purchase, account, refund, security matter, or support request.

## 11. Processing outside Quebec

Vercel, Supabase, Stripe, PayPal, Resend, Microsoft, Meta, and other providers may process or store information outside Quebec or outside Canada, including in the United States and other locations in which they or their subcontractors operate. Information processed in another jurisdiction may be subject to that jurisdiction's laws and may be accessible to courts, law-enforcement, national-security, or regulatory authorities in accordance with applicable law. Before communicating personal information outside Quebec where the law requires it, we assess relevant privacy factors and implement contractual or other safeguards intended to provide adequate protection. You may contact us for additional information about the categories of providers involved.

## 12. Retention and destruction

We retain personal information only for as long as reasonably necessary for the purposes described in this Policy and to meet legal, accounting, tax, consumer-protection, fraud-prevention, security, and dispute-resolution obligations.

Account and platform information may be retained while your access remains active and for a reasonable period afterward for account closure, security, and dispute purposes. Transaction and tax records are retained for the period required by applicable law. Support and complaint records are retained for a reasonable period after the matter is resolved. Marketing information is retained until consent is withdrawn or the information is no longer required, subject to a limited unsubscribe record. Technical, security, and analytics information is retained according to business need and the applicable provider configuration, then deleted, aggregated, or de-identified where appropriate. When

information is no longer required, we securely destroy it or anonymize it in accordance with applicable requirements and recognized practices.

## 13. Security safeguards

We use safeguards that are reasonable in light of the sensitivity, purpose, amount, distribution, and format of the information. Safeguards may include:

- access controls and strong administrator authentication;
- encryption in transit where supported;
- reputable hosting, database, email, payment, and analytics providers;
- software updates, logging, backups, and monitoring;
- restricted access based on operational need;
- service-provider and contractual reviews; and
- procedures for privacy requests, retention, deletion, and confidentiality incidents.

No Internet transmission or storage system is completely secure. We cannot guarantee that unauthorized access, loss, misuse, or disclosure will never occur.

## 14. Confidentiality incidents

If we become aware of unauthorized access, use, disclosure, loss, or another confidentiality incident involving personal information, we will take reasonable steps to contain and investigate it, reduce the risk of harm, prevent recurrence, maintain required records, and notify affected individuals and the appropriate authority where required by law.

## 15. Your privacy rights

Subject to applicable legal conditions and exceptions, you may have the right to: ask whether we hold personal information about you; access the personal information we hold about you; request correction of inaccurate, incomplete, or ambiguous information; withdraw consent to an optional use or disclosure; ask for information about how your personal information has been used or disclosed; request deletion where applicable; request that unlawful dissemination cease or that eligible links be de-indexed or re-indexed; receive eligible computerized information collected from you in a structured, commonly used technological format and, where applicable, have it transmitted to an authorized person or organization; and submit a complaint about our privacy practices. To exercise a right, email kyme@birdsartatelier.com. We may ask for information reasonably necessary to verify your identity and authority. We will respond within the period required by applicable law. If a request is refused, we will provide the reasons and available recourse where required.

## 16. Children and minors

The website and platform are not directed to children under 14, and we do not knowingly collect personal information directly from a child under 14 without the consent of a parent or legal guardian, except where otherwise permitted by law. A minor should purchase or use the platform only with the authorization and appropriate supervision of a parent or legal guardian. Some art materials are not intended for young children; a child should use them only under responsible adult supervision and according to the manufacturer's age guidance. If you believe a child has provided personal information without appropriate authorization, contact kyme@birdsartatelier.com.

## 17. Third-party links

The website or platform may link to third-party retailers, social-media services, videos, tools, or other sites. Those third parties determine their own privacy practices. Review their notices before providing personal information. We are not responsible for independent third-party privacy practices.

## 18. Changes to this Policy

We may update this Policy to reflect changes to our services, providers, technology, or legal obligations. The updated version will be posted with a revised effective or "last updated" date. Where required, material changes will also be brought to the attention of affected individuals through an appropriate notice or renewed consent process.

## 19. Contact and complaints

Questions, privacy requests, or complaints may be directed to:

| | |
|---|---|
| **Business** | Bird Atelier |
| **Operator** | Amael Loic Bogne |
| **Address** | 6-3881 Av Linton, Montreal, Quebec, Canada |
| **Email** | kyme@birdsartatelier.com |
| **Website** | https://birdsartatelier.com |

Please provide enough information for us to understand and investigate the issue. You may also have the right to contact the Commission d'accès à l'information du Québec or another competent privacy regulator.

This Policy is intended to describe actual practices. The website configuration, checkout, analytics and advertising technologies, email practices, and vendor settings should remain consistent with this document.