



LEGAL DOCUMENT

Privacy Policy

What we collect, why we collect it, who else sees it, and how to get it back or have it deleted.

VERSION

1.2

EFFECTIVE

August 12, 2026

SECTIONS

14

READ

21 min

About Artistplus

Artistplus gives musicians a professional website, a domain and matching email, file storage, invoicing, a press kit, and analytics, in one subscription. This document is published by Artistplus, Inc., Chicago, Illinois, United States. Questions about it go to support@artistplus.io.

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1. The short version

This policy explains how Artistplus, Inc. ("Artistplus", "we", "us") handles personal data, both for artists who hold an account with us and for visitors to the websites we host for them.

We do not sell your data

We have never taken money for your personal information and there is no version of our business that involves it. Selling and sharing are different things under California law, though, so the next line says what we do share.

We do share limited data with ad networks, if you accept

Accept advertising cookies and Meta, TikTok, and Google receive a record that a signup or subscription happened, its value, and a scrambled (hashed) version of your email, verified phone number, and name, which lets them recognise an account they already hold. Under California law this counts as sharing for cross-context behavioural advertising. Decline, or send a Global Privacy Control signal, and none of it is sent.

No advertising trackers on artist sites

The websites we publish for artists carry our own first-party analytics and nothing else. No ad pixels, no conversion tracking, no third-party tag manager, no social trackers. Nothing a fan does on an artist site reaches an ad network, whatever anyone has accepted on artistplus.io.

Analytics on artistplus.io is opt-in where consent is required

In the EEA, the UK, and Switzerland, optional product analytics does not start until you accept it. Declining stops optional collection; we still retain a minimal record of the choice itself.

Your content is yours

We host it and show it to the people you publish it to. We do not license it out and we do not train models on it.

You can reach us about anything on this page at privacy@artistplus.io, or by post at:

- Artistplus, Inc.
- Chicago, Illinois
- United States

2. What we collect about you

Account data

Your name, email address, and password, handled by our authentication provider Clerk. If you sign in with Google, we receive your name, email address, and profile picture from Google, and never your

Google password. We also store your chosen username, your plan, your notification preferences, and the phone number you provide at signup, which for US and Canadian numbers is verified by text message. A verified phone number is used to prevent duplicate free trials, and it is shared with ad networks in scrambled form only if you accept advertising cookies, as described below.

Content and files

Everything you build or upload: page content, biography, images, audio, video, documents, press kits, catalog and release metadata, tour dates, contacts you add, and invoices you issue. Page content and metadata live in our database (Convex); files live in object storage (Cloudflare R2).

Billing data

Your plan, billing cycle, subscription status, invoice history, and the last four digits and brand of your payment card. Card numbers go directly to Stripe from your browser and never reach our servers.

Purchase acknowledgments

Where a purchase is one-time and not refundable, such as [custom website design](#), we record that you confirmed the terms before payment: the exact wording shown to you, the moment you accepted it, and the browser user agent that accepted it. We keep this to answer payment disputes and chargebacks, and for no other purpose. It is never used for advertising or profiling.

Domain registrant data

If you register a domain through us, we collect the registrant name, email address, postal address, and phone number that ICANN requires, and pass them to our registrar partner. This is a legal requirement of holding a domain, not a choice we made.

Support and communications

Messages you send us, the ticket they create, and our replies. If you connect a Gmail account to reply to fan mail from inside Artistplus, we access that mailbox only to show and send the messages you act on.

Product usage

On signed-in dashboard, onboarding, and checkout pages, our first-party activity ledger can record pages and product areas visited; session, visibility, engagement, and scroll milestones; controls activated; form structure, field-change metadata, validity, selected file count/type/size bucket, and submission status without entered values or filenames; feature and lifecycle events; client error fingerprints without raw error messages; connectivity changes; and timing, layout-shift, long-task, and resource-performance summaries. These events are linked to your account and a random per-tab session id.

When optional analytics is allowed, we also collect campaign and referral parameters, first- and last-touch attribution, and broad browser environment data: language and time zone, browser and operating system, device and screen characteristics, accessibility display preferences, network quality, navigation timing, storage usage and quota, browser permission states, and browser client hints. We use this to understand acquisition, adoption, retention, conversion, product quality, and customer segments. PostHog may receive the explicit product events described in our Cookie Policy; our own database keeps a separate first-party marketing projection that excludes IP values, request headers, encrypted material, names, emails, credentials, and private form values.

Technical and security data

For signed-in product activity we add server-observed request time, request id, approximate country, region, and city, browser headers and client hints, and IP-derived protections. A masked IP may appear in the owner-only activity ledger. The raw IP is isolated from event tables, encrypted with AES-256-GCM, available only to the platform owner in our admin console after a written reason, and permanently redacted after 30 days. A keyed one-way IP hash used for abuse detection and correlation is permanently redacted after 24 months. Every raw-IP reveal is separately audited. Our hosting provider also processes request metadata to serve and secure requests, and Sentry receives diagnostic context when something errors.

What we deliberately do not collect

Product telemetry does not collect passwords, authentication or session tokens, API or OAuth secrets, full payment-card data, private message bodies, uploaded-file contents, clipboard contents, values typed into forms, precise GPS location, microphone or camera content, or a canvas/audio fingerprint. We do not track you across other websites or buy data about you from anyone.

3. Analytics on artist websites

Every website we publish for an artist includes our own first-party analytics. There is no third-party analytics, advertising, or social tracking on those sites. This section describes what a VISITOR to an artist site generates, and it applies whether or not that visitor has an Artistplus account.

What is recorded

- The page that was viewed and the site it belongs to.
- Country and city, taken from the edge network that served the request. This is approximate, derived from the IP by our hosting provider, and is never more precise than a city.
- The referring website, if the visitor arrived from a link.
- Browser, operating system, and whether the screen is phone, tablet, or desktop sized.

- A one-way hash of the IP address, used to rate-limit the endpoint and to give server-side page views a stable pseudo-identifier.

What is not recorded

- The raw IP address. It is hashed before anything is stored, and the hash cannot be reversed to the address.
- Names, email addresses, or anything else that identifies a visitor by name.
- Anything a visitor types into a page, including form fields.
- Behaviour on any website other than the artist site being viewed.
- A profile that follows a visitor from one artist site to another. Each site's figures stand alone.

Visitor identity, and how to avoid it

To count returning visitors as one person rather than several, the page stores an identifier in your browser's local storage under the key `ap_visitor_id`, plus a per-session identifier under `ap_session_id`. The value is generated from coarse browser characteristics and a timestamp. It is not a cookie, it does not leave the site that set it, and it carries no personal data.

To avoid it: browse in a private window, block storage for the site in your browser settings, or clear site data afterwards. Doing so does not degrade the site in any way. Without it, the visit is still counted, but as a new visitor rather than a returning one.

What the artist sees

Artists see aggregate figures about their own site: totals, trends, top pages, countries and cities, referrers, and device split. They cannot see individual visitors, IP addresses, hashes, or anything that identifies one person, and there is no view in the product that would let them.

Raw event records are deleted after 400 days, which is about 13 months. The daily totals we roll them up into contain no visitor identifiers and are kept for as long as the artist's account is open.

Who is responsible for an artist site

For the analytics described here, we act as the data controller for the way the measurement works, and the artist is responsible for anything else their site collects, such as a contact form they add or an embed they paste in from another service.

4. Why we collect it, and the legal basis

PURPOSE AND LEGAL BASIS FOR EACH KIND OF PROCESSING

WHAT WE DO	WHY	LEGAL BASIS (UK AND EU GDPR)
Run your account, publish your site, store your files	It is the service you asked for	Performance of a contract
Charge your subscription and keep billing records	To get paid, and to satisfy tax law	Contract, and legal obligation
Register and renew a domain in your name	ICANN requires registrant details	Contract, and legal obligation
Send transactional email about your account	You need to know about payments, expiry, and security	Contract
Answer your support messages	To help you	Contract, and legitimate interests
Detect abuse, spam, and fraud, and rate-limit endpoints	To keep the service usable and safe	Legitimate interests
Diagnose errors through Sentry	To fix what is broken	Legitimate interests
Count visits on artist sites	So the artist can see what is working	Legitimate interests
Product analytics on artistplus.io and the dashboard	To understand acquisition, product quality, adoption, retention, and conversion	Consent where required, otherwise legitimate interests
Authenticated user activity and consent audit records	To secure the service, investigate abuse and support issues, and prove product or privacy actions	Contract, legal obligation, and legitimate interests
First-party customer and marketing intelligence	To segment our customers and improve product and campaign decisions without cross-site advertising	Consent where required, otherwise legitimate interests
Send product announcements and marketing email	To tell you about what is new	Consent, withdrawable at any time

Where we rely on legitimate interests, we have weighed our interest against your rights and concluded the processing is what a reasonable person would expect from a website host. You can object to any of it under section 8.

We do not use your data for automated decision-making that produces legal effects. We create first-party customer intelligence profiles for our own product and marketing decisions, but do not create or share cross-site advertising profiles.

5. Cookies and browser storage

The full table of every cookie and storage key we set, with its purpose and lifetime, is on the [Cookie Policy](#) page. That table and this summary are generated from the same list, so they cannot disagree.

Strictly necessary

Needed for the site to work at all: keeping you signed in, remembering the choice you made about this banner, and stopping cross-site request forgery. These cannot be switched off, and we do not ask for consent to set them.

Preferences

Remember a setting you chose, like light or dark mode. They are set by your own actions and never leave your browser.

Analytics

Tell us which signed-in product pages, controls, and features get used so we can improve the product and understand our customers. Optional collection is off until you accept where consent is required, and stops if you decline.

On your first visit to artistplus.io from the European Economic Area, the United Kingdom, or Switzerland, analytics does not load at all until you choose. Accept and decline are presented as equal choices, and declining is a single click. Everywhere else, the banner is a notice with the same two buttons, and declining takes effect immediately. You can change your mind at any time from the Cookie settings link in the footer of every page.

Artist websites do not use cookies for analytics. They store the visitor identifier described in section 3, and nothing else.

6. Who else processes your data

We share personal data with service providers who process it on our instructions and under a written contract, only for the purposes below. This list is maintained by auditing the codebase rather than by copying a template, and it is complete as of the effective date at the top of this page.

SUBPROCESSORS AND WHAT EACH ONE RECEIVES

Clerk

WHAT THEY DO FOR US	Account sign-up, sign-in, and session management
WHAT THEY RECEIVE	Name, email address, password hash, sign-in metadata
WHERE	United States
WHEN	Always

Convex

WHAT THEY DO FOR US	Application database and backend functions
WHAT THEY RECEIVE	Account records, site content, catalog, invoices, analytics events
WHERE	United States
WHEN	Always

Cloudflare

WHAT THEY DO FOR US	File storage (R2), content delivery, and DNS for artistplus.app
WHAT THEY RECEIVE	Uploaded audio, video, images, documents, and press kits
WHERE	Global edge network
WHEN	Always

Vercel

WHAT THEY DO FOR US	Website hosting, edge routing, and TLS for custom domains
WHAT THEY RECEIVE	Request metadata, IP address, approximate location from edge headers
WHERE	Global edge network
WHEN	Always

Stripe

WHAT THEY DO FOR US	Subscription billing and payment processing
WHAT THEY RECEIVE	Billing name, email, address, card details (held by Stripe, never by us)
WHERE	United States and European Union
WHEN	Always

Resend

WHAT THEY DO FOR US	Transactional email delivery
WHAT THEY RECEIVE	Email address, name, and the contents of the message we send you
WHERE	United States
WHEN	Always

PostHog

WHAT THEY DO FOR US	Product analytics for artistplus.io and the dashboard
WHAT THEY RECEIVE	Page paths, feature events, account id, email, plan
WHERE	United States
WHEN	Always

Meta

WHAT THEY DO FOR US	Measures which Facebook and Instagram ads bring people to Artistplus
WHAT THEY RECEIVE	That a signup or subscription happened, its value, and a scrambled (hashed) email, verified phone number, name, and location used only to match an account they already hold
WHERE	United States and European Union
WHEN	Only if you accept advertising

TikTok

WHAT THEY DO FOR US	Measures which TikTok ads bring people to Artistplus
WHAT THEY RECEIVE	That a signup or subscription happened, its value, and a scrambled (hashed) email, verified phone number, name, and location used only to match an account they already hold
WHERE	United States, Ireland, Singapore
WHEN	Only if you accept advertising

Google Ads

WHAT THEY DO FOR US	Measures which Google ads bring people to Artistplus
WHAT THEY RECEIVE	That a signup or subscription happened, its value, and a scrambled (hashed) email, verified phone number, and name used only to match an account they already hold
WHERE	United States
WHEN	Only if you accept advertising

Sentry

WHAT THEY DO FOR US	Error monitoring and crash diagnostics
WHAT THEY RECEIVE	Error traces, browser and request metadata, account id
WHERE	United States
WHEN	Always

Discord

WHAT THEY DO FOR US	Internal operational alerting for our own team
WHAT THEY RECEIVE	Incident summaries, which can include an account id or email address
WHERE	United States
WHEN	Always

Namecheap

WHAT THEY DO FOR US	Domain registration, renewal, and DNS for domains bought with us
WHAT THEY RECEIVE	Registrant name, email, postal address, and phone number
WHERE	United States
WHEN	Only if you use it

OpenSRS (Tucows)

WHAT THEY DO FOR US	Mailbox hosting for addresses on your own domain
WHAT THEY RECEIVE	Mailbox address, display name, and the contents of the mailbox
WHERE	United States and Canada
WHEN	Only if you use it

Google

WHAT THEY DO FOR US	Gemini generates onboarding copy; Gmail APIs send and read replies you connect
WHAT THEY RECEIVE	Public profile text you ask us to import, and Gmail messages in a connected inbox
WHERE	United States
WHEN	Only if you use it

OpenAI

WHAT THEY DO FOR US	Fallback model for onboarding copy generation
WHAT THEY RECEIVE	Public profile text you ask us to import
WHERE	United States
WHEN	Only if you use it

Anthropic

WHAT THEY DO FOR US	Fallback model for onboarding copy generation
WHAT THEY RECEIVE	Public profile text you ask us to import
WHERE	United States
WHEN	Only if you use it

Apify

WHAT THEY DO FOR US	Reads your public Spotify discography during import
WHAT THEY RECEIVE	Your Spotify artist identifier and public release data
WHERE	United States and European Union
WHEN	Only if you use it

Spotify

WHAT THEY DO FOR US	Reads your public artist profile and catalog when you connect it
WHAT THEY RECEIVE	Your Spotify artist identifier and public release data
WHERE	United States and European Union
WHEN	Only if you use it

SoundCloud

WHAT THEY DO FOR US	Reads your uploads when you connect the account
WHAT THEY RECEIVE	OAuth tokens and your SoundCloud track metadata
WHERE	United States and European Union
WHEN	Only if you use it

Rows marked "Only if you use it" are engaged when you take a specific action, such as buying a domain, connecting SoundCloud, or asking us to build a site from a link. If you never do those things, that provider never receives anything about you.

Other reasons we may share

- When the law requires it, such as a valid court order or subpoena. Where we are permitted to tell you, we will.
- To protect our rights or the safety of artists and visitors, including investigating abuse.
- In a merger, acquisition, or sale of assets, in which case the acquirer is bound by this policy until it gives you notice of any change.

We do not sell personal data, as that term is defined under the California Consumer Privacy Act. We have never received money or other value in exchange for personal information.

We do share personal data for cross-context behavioural advertising, as that term is defined under the same Act, but only for visitors who have accepted the advertising category on artistplus.io. What is shared is the fact of a signup or subscription, its value, and a hashed email, verified phone number, name, and coarse location that let Meta, TikTok, or Google match it to an account they already hold. Nothing you upload, nothing you write, no payment details, and no artist-site visitor data is ever included. You can withdraw at any time from Cookie settings in the footer, or by sending a Global Privacy Control signal, which we honour as a standing opt-out that no click on our banner can override.

7. AI features and your data

The onboarding flow can generate draft website copy from a link you provide. To do that, we send publicly available text from that source, such as your biography and release titles, to an AI provider. The providers used, in fallback order, are Google (Gemini), OpenAI, and Anthropic. Which one handles a given request depends on availability at that moment.

- We send only what is needed to draft the copy. We do not send your account credentials, billing data, contacts, invoices, or private files.
- We use these providers under business terms that prohibit training on the data we send.
- Generated copy is a draft you review and edit before publishing. Nothing is published without you.
- We do not train our own models on your content, and we have no plans to change that without telling you first.

If you would rather no AI provider sees your material, do not use the link-import step. You can build a site from scratch instead, and everything else in the product works the same way.

8. How long we keep things

RETENTION PERIOD BY DATA TYPE

DATA	KEPT FOR
Account and profile data	While your account is open
Site content and uploaded files	While your account is open
Files you delete	Trash for 3 to 30 days depending on plan, then permanently removed
Raw analytics events	400 days (about 13 months)
Signed-in user activity and first-party marketing events	While the account is open, plus the 30-day deleted--account recovery window
Encrypted raw IP for signed-in product activity	30 days
Keyed IP hash for signed-in product activity	24 months
Signed-in consent history	While the account is open, plus the 30-day deleted--account recovery window
Daily analytics totals	While the account is open. They contain no visitor identifiers
Support messages	Three years from the last message on the ticket
Billing and invoice records	Seven years, to satisfy tax and accounting law
Purchase acknowledgments for non-refundable orders	Seven years, alongside the billing record they defend
Error reports in Sentry	90 days
A closed account	Recoverable for 30 days, then permanently deleted

Closing your account marks it deleted and takes your published site offline immediately. For 30 days after that we can still restore it or export your content for you. After that window the content is permanently removed, apart from the billing records above and aggregate statistics that no longer identify you.

9. Your rights, and how to use them

Depending on where you live, you have some or all of the following rights. We honour them for everyone, not only where the law compels it.

Access Ask what we hold about you and get a copy of it.
Correction Have inaccurate data fixed. Most of it you can edit yourself in settings.
Deletion Have your data erased, subject to records we must keep by law.
Portability Get your data in a machine-readable format, or ask us to send it to someone else.
Objection Object to processing we base on legitimate interests, including analytics.
Restriction Ask us to pause processing while a dispute about accuracy or grounds is resolved.

How to make a request

Email privacy@artistplus.io from the address on your account, or write to support@artistplus.io if that is easier, and say what you want. If we cannot tell that the request comes from you, we will ask one verification question rather than a form.

We acknowledge requests within 5 business days and complete them within 30 days. If a request is genuinely complex we may extend that by up to 60 days and will tell you why before we do. There is no charge, unless a request is repetitive or excessive, in which case we will tell you the cost before doing anything.

This is handled by a person, not a queue

We are small enough that requests are handled manually today, by a named person on our team, with each one logged and tracked to completion. If that changes and we automate it, this section will change with it.

An authorised agent may make a request on your behalf where the law allows it. We will ask for proof of the authorisation.

If you are in the EEA or the UK and you think we have handled your data badly, you can complain to your national data protection authority. We would rather you told us first, but the right is yours either way.

10. Where your data is processed

We are based in the United States and most of our providers process data there. Files and pages are served from a global edge network, so a copy may be cached near the visitor requesting it.

Where personal data is transferred out of the European Economic Area, the United Kingdom, or Switzerland, we rely on the European Commission's Standard Contractual Clauses, the UK International Data Transfer Addendum, or an adequacy decision where one applies, together with the technical measures described in section 11.

11. How we protect it

- Everything travels over HTTPS. Certificates for custom domains are issued and renewed automatically.
- Files at rest in object storage and records in our database are encrypted by the provider.
- Every backend function checks who is asking before it returns anything. Authorisation is enforced on the server, never in the browser.
- Share links use unguessable tokens, and can carry a password and an expiry you set.
- Third-party access tokens, such as a connected SoundCloud account, are encrypted before storage.
- Raw signed-in product IP addresses are isolated from event and marketing tables, encrypted with AES-256-GCM, and automatically redacted after 30 days. The marketing projection never contains IP values or hashes.
- Access to production data by our team is limited to the people who need it to do their job, and administrative actions are logged.

No system is perfectly secure. If a breach affects your personal data and is likely to present a risk to you, we will notify you and the relevant authority without undue delay, and within 72 hours of becoming aware of it where the law requires that.

12. Children

The Service is not directed to children under 13, and we do not knowingly collect personal data from them. Artists between 13 and 18 need a parent or guardian to accept the Terms of Service on their behalf.

If you believe a child under 13 has given us personal data, write to privacy@artistplus.io and we will delete the account and its content promptly.

Websites published by artists are public and may be visited by anyone. Artists are responsible for what they publish and for any collection their own site performs.

13. United States state privacy rights

If you are a resident of California, Colorado, Connecticut, Virginia, or another state with a comprehensive privacy law, you have rights to know, access, correct, delete, and port your personal information, to opt out of sale or sharing, and not to be discriminated against for using them.

We do not sell personal information. We do share it for cross-context behavioural advertising, but only if you accepted the advertising category on artistplus.io. To opt out, open Cookie settings in the footer and switch Advertising off; it stops immediately and for good.

Your browser can also opt out for you. We treat a Global Privacy Control signal as a binding opt-out of advertising that no choice on our banner can override, so if your browser sends one you do not need to do anything else. We honour it for optional analytics too.

The categories of personal information we collect, the purposes, and the parties we disclose to are set out in sections 2, 4, and 6. Use the process in section 9 to exercise any of these rights.

14. Changes to this policy

We update this policy when what we do changes. For material changes, including adding a subprocessor that receives content or account data, we will give at least 30 days notice by email or an in-product notice before the change takes effect.

The effective date at the top of this page always reflects the current version, and every published version is kept in the revision history below it.

Revision history

v1.2	August 12, 2026	Disclosed the acknowledgment record kept for one-time non-refundable purchases such as custom website design: the wording shown, the time it was accepted, the browser user agent, and how long it is kept.
v1.1	August 7, 2026	Added signed-in user activity logging, first-party marketing intelligence, protected IP retention, and product environment collection.
v1.0	August 6, 2026	First published version. Subprocessor list audited against the codebase, not templated.

Every published version of this document is kept. If you need a copy of one that is no longer current, write to support@artistplus.io and we will send it.