

# PRIVACY POLICY FOR THE ART INSTALLATION “REGULAR ANIMALS” BY BEEPLE AT THE NNG

## **NOTICE**

This art installation uses sensors and cameras to create AI-based, artistically altered portraits. Please read the following privacy policy in accordance with Article 13 of the GDPR:

## **Privacy Policy for the Art Installation “REGULAR ANIMALS”**

### **1. Data controller**

Data processing is carried out under joint responsibility (Article 26 GDPR) between: **Stiftung Preußischer Kulturbesitz (SPK)**, Von-der-Heydt-Straße 16-18, 10785 Berlin; and **Beeple LLC**, Charleston, USA.

Under the joint controller agreement, the SPK has been designated as the central point of contact for data subjects. Please direct all enquiries regarding the exercise of your rights to the SPK’s Data Protection Officer.

Stiftung Preußischer Kulturbesitz  
Zu Hd. Datenschutzbeauftragte  
Von-der-Heydt-Straße 16-18  
10785 Berlin  
E-Mail: [Datenschutz@spk-berlin.de](mailto:Datenschutz@spk-berlin.de)

### **2. Data categories**

As soon as you approach the robots’ pen within two metres, the cameras will capture your image. This image is transmitted in encrypted form to a Google Firebase server, where AI algorithms transform it into an abstract work of art.

We do not process or require any further data.

### **3. Purpose of data processing and legal basis**

The processing is carried out for the performance of a task carried out in the public interest (Article 6①(e) GDPR in conjunction with Section 2 of the StiftPKG). This includes realising contemporary art projects and fulfilling the Prussian Cultural Heritage Foundation’s statutory educational and cultural mandate.

### **4. Retention period**

All raw images not selected for printing are automatically and completely deleted from the server every 24 hours. Prints produced during the performance are either handed out directly to visitors or, if they depict recognisable individuals, are immediately and securely destroyed (shredded).

### **5. Recipients**

Technical processing is carried out using Google Cloud services in the USA. Google LLC is certified under the EU-US Data Privacy Framework. Additionally, the Foundation and Beeple LLC have agreed standard contractual clauses drawn up by the European Commission to ensure an adequate level of data protection.

### **6. Your rights as a visitor**

Subject to the conditions set out in Articles 15–18 and Article 20 of the GDPR, you have the right to access, rectify or erase your personal data, to restrict processing, and to data portability. Furthermore, pursuant to Article 21 of the GDPR, you have the right to object to processing on grounds relating to your particular situation.

You also have the right to lodge a complaint with a data protection supervisory authority regarding our processing of your personal data (Article 77 of the GDPR). The Federal Commissioner for Data Protection and Freedom of Information (BfDI) is the competent authority for the Prussian Cultural Heritage Foundation.