HEXster — Privacy Policy

Effective date: 27 October 2026 | Last updated: 27 October 2026

1. Who We Are

HEXster is a digital workspace for artists, muralists, and creative professionals, available through our websites, web application, and supported mobile applications. HEXster is operated by HexCraft SRL, a company registered in Romania.

- Company identification number: 52283589
- Registered office: ONRC (information supplied; full registered street address [TO CONFIRM])
- Trade Register number: J2025058616009
- Contact: contact@hexster.app
- Website: https://hexster.app

HexCraft SRL is the data controller for personal information processed to operate HEXster, except where another organization acts as an independent controller or a different processing arrangement applies. This Policy explains what information we process, why, with whom it may be shared, how long it is retained, and your rights.

2. Information We Collect

2.1 Account and profile information

We may process your email address, name, display name, profile photograph, biography, account identifiers, language preferences, subscription status, and account settings. When you sign in with Google, we may receive information necessary to authenticate your identity. We do not receive your Google account password.

2.2 Artwork and project information

HEXster processes artwork, sketches, reference images, wall photographs, completed mural photographs, project descriptions, dimensions, measurements, color selections, locations, artwork analysis results, material estimates, supply lists, proposals, revisions, comments, client feedback, and related project settings. Uploaded files may contain personal information about you or others. You are responsible for having the necessary rights and permissions to upload and share them.

2.3 Publicly published content

When you choose to publish a project or artist profile, selected information may become publicly accessible, including artwork images, descriptions, artist information, and locations you disclose. Public content may be viewed or copied by others and may be indexed by search engines where technically permitted.

[TO CONFIRM: exact public fields, default visibility, location precision, and search engine indexing behavior.]

2.4 Client feedback and shared links

When you invite clients or collaborators to review proposals, we may process submitted names, contact information, comments, and interactions, depending on the feature configuration.

[TO CONFIRM: whether reviewers are anonymous or identified, whether feedback links expire, and how feedback data is retained and deleted.]

2.5 Subscription and billing information

HEXster may offer paid subscriptions processed through Stripe, Apple App Store, or Google Play. We may process subscription plan, payment provider, transaction identifiers, payment status, renewal and cancellation dates, billing information, refund status, and legally required accounting records. Payment providers may independently process payment information under their own privacy policies. HEXster does not need to store full payment card numbers to manage subscriptions.

[TO CONFIRM: precise billing fields stored by HEXster and whether invoices are generated by HEXster or a payment provider.]

2.6 Technical, security, and usage information

We may process IP addresses, device and browser information, operating system, app version, authentication activity, error logs, security events, and service usage information. Where analytics tools are enabled, we may also process page visits, feature interactions, session events, and other usage measurements.

[TO CONFIRM: exact analytics, crash-reporting, monitoring, and advertising technologies used.]

2.7 Location information

HEXster may process project locations and location information you provide for mapping and artwork discovery features.

[TO CONFIRM: whether HEXster requests device location permission, accesses precise GPS coordinates, or only processes user-selected locations.]

3. Purposes and Legal Bases

Under the GDPR, we process personal information only where an appropriate legal basis applies.

- Account registration, authentication, account management, artwork, project, analysis, and collaboration features: performance of a contract.
- Publishing content at your request: performance of a contract, where applicable.
- Subscription billing and account entitlements: performance of a contract.
- Accounting, tax, and legally required records: legal obligation.
- Security, fraud prevention, and abuse investigation: legitimate interests or legal obligation, as applicable.
- Responding to support requests: contractual necessity or legitimate interests.
- Essential operational monitoring: legitimate interests.
- Optional analytics and non-essential tracking: consent where required; otherwise another applicable lawful basis.
- Marketing communications: consent or another lawful basis where permitted.

Where we rely on legitimate interests, we assess those interests against the rights and freedoms of affected individuals. You may withdraw consent at any time where processing depends on it.

4. Cookies, Analytics, and Tracking

HEXster may use cookies, local storage, SDK identifiers, and similar technologies for authentication, security, preferences, performance monitoring, and analytics. Strictly necessary technologies may operate without optional consent where legally permitted. Where consent is required, non-essential analytics or tracking will not be activated until the required consent has been obtained. See https://hexster.app/cookies.

[TO CONFIRM: actual consent-management implementation and complete tracking inventory.]

5. Sharing Information

Depending on enabled services, we may share information with Google Cloud (infrastructure and databases), Cloudflare (hosting, delivery, security), Cloudinary (media storage and delivery), Google (authentication and Maps), Stripe (web payments), Apple and Google Play (store subscriptions), Brevo (transactional email), and [TO CONFIRM: analytics, crash-reporting and monitoring providers]. Providers may act as processors or independent controllers, depending on the activity. We may disclose information when legally required, to address security incidents or unlawful activity, or in connection with a lawful business transaction. Content you intentionally publish or share may be accessible to its selected or public audience. We do not sell personal information to data brokers.

[TO CONFIRM: advertising, cross-context tracking, or additional sharing arrangements.]

6. International Data Transfers

HEXster is operated from Romania and may use service providers or infrastructure outside the European Economic Area. Where international transfers require safeguards, we will rely on applicable adequacy decisions, standard contractual clauses, or other lawful mechanisms.

[TO CONFIRM: actual data-hosting regions, international recipients, and transfer safeguards.]

7. Retention and Deletion

Our intended policy is to delete account data promptly following a valid account-deletion request, without an unnecessary waiting period. This includes personal profile information and private project content, subject to technical feasibility and lawful retention requirements. Some information may remain for limited periods: invoices and financial records required by law; records needed for disputes or legal claims; justified security logs; backups until expiry; and information independently retained by third parties following authorized sharing or publication. Subscription cancellation and account deletion are separate processes. Users may need to cancel subscriptions managed by Apple or Google through the relevant store.

[TO CONFIRM: actual deletion workflow, Cloudinary media removal, published content removal, backup expiry, log retention, feedback retention, and statutory accounting periods.]

8. Security

We use appropriate technical and organizational safeguards intended to protect personal information, including access controls, authenticated access, encrypted communications, and infrastructure security measures. No internet service can guarantee absolute security. Protect your account credentials and notify us promptly of suspected unauthorized access.

9. Your Rights

Subject to applicable law, you may have the right to access, correct, erase, restrict or object to processing of personal information; obtain applicable information in a portable format; withdraw consent; and lodge a complaint with a supervisory authority. Contact contact@hexster.app to exercise rights. We may verify identity and will respond within applicable legal deadlines. In Romania, the relevant authority is ANSPDCP; users elsewhere in the EEA may contact their competent authority.

10. Age Requirements

HEXster is intended for users aged 16 or older. Individuals under 16 may not create an account or use the Service. If we discover an account below the minimum age, we will take appropriate action in accordance with applicable law.

[TO CONFIRM: age-verification or age-confirmation implementation and country-specific requirements.]

11. Automated Analysis

HEXster analyzes artwork and project inputs to provide technical estimates, including color areas, material requirements, and related calculations. These features assist project planning and are not intended to make legal or similarly significant decisions about individuals.

[TO CONFIRM: additional AI services, profiling, or automated decision-making.]

12. Third-Party Services

Some HEXster features integrate external services, which may process information under their own privacy notices. Review the relevant third-party notices.

13. Changes to This Policy

We may update this Policy to reflect changes in the Service, processing activities, or legal requirements. We will publish the updated Policy and provide additional notice or request consent when required by law.

14. Contact

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