

Mahlia Amatina Privacy Policy

How I respect privacy when dealing with your personal information

This Privacy Policy applies to information that I (Mahlia Amatina) collect about individuals who interact with me. It explains what personal information I collect and how I use it.

If you have any comments or questions about this notice, feel free to contact me at mahliaamatina@gmail.com

1. Personal data that I process

The following table explains the types of data I collect and the legal basis, under current data protection legislation, on which this data is processed.

Purpose	Data (key elements)	Basis
Enquiring about me and my work (via the 'contact' page)	Name, email, message	Legitimate interests - it is necessary for me to read and store your message so that I can respond in the way that you would expect.
Subscribing to email updates about my work (via the popup or at the 'subscribe' box at the footer of the website)	Name, email	Consent - you have given your active consent.
Website functionality	Website activity collected through cookies	Legitimate interests - it is necessary for me to store a small amount of information, usually through cookies, to deliver functionality that you would expect.

2. How I use your data

I will only use your data in a manner that is appropriate considering the basis on which that data was collected, as set out in the table above (section 1).

For example, I may use your personal information to:

- Reply to enquiries you send to me
- Where you have specifically agreed to this, send you marketing communications by email relating to my work which I think may be of interest to you

3. When I share your data

I will only pass your data to third parties in the following circumstances:

- You have provided your explicit consent for me to pass data to a named third party
- I am required by law to share your data
- In addition, I will only pass data to third parties outside of the EU where appropriate safeguards are in place as defined by Article 46 of the General Data Protection Regulation.

4. How long I keep your data

I take the principles of data minimisation and removal seriously and ensure that I only ever ask for the minimum amount of data for the associated purpose and delete that data promptly once it is no longer required.

5. Rights you have over your data

You have a range of rights over your data, which include the following:

- Where data processing is based on consent, you may revoke this consent at any time and I will make it as easy as possible for you to do this (for example by putting 'unsubscribe' links at the bottom of all of my marketing emails)
- You have the right to ask for rectification and/or deletion of your information
- You have the right of access to your information
- You have the right to lodge a complaint with the Information Commissioner if you feel your rights have been infringed
- A full summary of your legal rights over your data can be found on the Information Commissioner's website here: <https://ico.org.uk>

If you would like to access the rights listed above, or any other legal rights you have over your data under current legislation, please get in touch with me.

6. Cookies and usage tracking

A cookie is a small file of letters and numbers that is downloaded on to your computer when you visit a website. Cookies are used by many websites and can do a number of things, e.g. remembering your preferences, recording what you have put in your shopping basket, and counting the number of people looking at a website.

Where cookies are used to collect personal data, I list these purposes in section 1, along with other personal data that I collect. However, I also use some cookies that do not collect personal information but help me collect anonymous information about how people use my website. I use

Google Analytics for this purpose. Google Analytics generates statistical and other information about website usage by means of cookies, which are stored on users' computers. The information collected by Google Analytics about usage of my website is not personally identifiable. The data is collected anonymously, stored by Google Analytics and used by me to analyse my website usage.

7. Modifications

I may modify this Privacy Policy from time to time and will publish the most current version on my website. If a modification meaningfully reduces your rights, I'll notify people whose personal data I hold and is affected.