



Privacy and Data Collection

Who is collecting the data?

www.emmagrimes.com

What data is being collected?

We collect contact data from the user (Name/Email) to send emails in the future about what's going on in the business, updates on Emma, and future products. This could include offers, promotions, coupons, or free content that Emma Grimes makes. If an offer is purchased, we collect information from the user in order to create the order (Name and Email Address).

What is the legal basis for processing the data?

We use permission marketing to get client data. The user opts-in to get an offer and we ask their permission to contact them again in the future. Data is collected directly through the user.

Will the data be shared with any third parties?

We share our data with third parties only when necessary. Examples can be seen below:

- Wix/Google Contact Management and Email Newsletter System
- Facebook: Advertising System
- Google: Analytics System
- Wix: Membership Site System
- Thinkific: Course System

How will the information be used?

We use the data for analytics, backup saving, contacting the user, handling payments, membership site access, course access, registration and authentications, data transferring, remarketing and behavioral targeting, user database management, online surveys, access to third party accounts, analysis and predictions based on the User's Data ("profiling"), automated decision-making, obtaining cookies for traffic analysis, advertising and web analytics purposes.

How long will the data be stored for?

Data is stored until the user unsubscribes or asks for it to be deleted.

What rights does the data subject have?

The user can unsubscribe at any time.
The user has the right to be forgotten (delete their data).
The user can ask to see what data we have collected on them.

How can the data subject raise a complaint?

You can email emma@emmagrimes.com at any time to raise any question, comment, or concern.

Owner and Data Controller

Emma Grimes 2020

Owner contact email: emma@emmagrimes.com

*If this policy changes, we will contact people using their email to let them know.