

## PRIVACY POLICY

### 1. Our Commitment to Privacy:

Our Privacy Policy is designed to advise you about how we collect, use, communicate, disclose, and protect the Personally Identifiable Information you provide (“Personal Data”). It is our policy to respect your privacy regarding any information we may collect from you or which you may provide us, in the circumstances set out below. By visiting this site and/or signing up for our newsletter, you are accepting the practices described in this Privacy Policy.

We will only collect and use your Personal Data where:

- a. We have lawful grounds to do so, including to comply with our legal obligations;
- b. We are performing a contract with you for our services; and
- c. We have legitimate interests in using your Personal Data and your interests and fundamental rights do not override those interests.

For the purposes of the EU General Data Protection Regulation ((EU) 2016/679) (“GDPR”), we are the “data controller”. If you have any questions about this policy or about how we use your Personal Data, please contact us via our contact details at the end of this policy.

This policy is effective as of 11 May 2018. We review our privacy practices on an ongoing basis, and as such we may change this privacy policy from time to time. Please check this page frequently to ensure you are familiar with its current content.

### 2. Personal Data We Collect:

#### a. Information You Provide To Us:

We collect the Personal Data you choose to enter on various pages of our site, [www.alessaelfson.com](http://www.alessaelfson.com), or that you may choose to give us some other way (such as by email, physical mail, or by phone). For example, you will be asked to provide Personal Data when you sign up for our newsletter or mailings.

The categories of Personal Data we collect are your first and last names, and email address.

#### b. Data that we collect automatically

We automatically collect certain information when you visit our site – such as the type of browser you and operating system you are using, and the domain name of your Internet service provider. We do not link this with any Personal Data.

We may also collect data automatically through our use of cookies on the Website. As is common practice with almost all professional websites, this site uses cookies, which are tiny files that are downloaded to your computer to improve your experience. We use cookies for a variety of reasons detailed below. Unfortunately, in most cases, there are no industry standard options for disabling cookies without completely disabling the functionality and features they add to this site. It is recommended that you leave on all cookies if you are not sure whether you need them or not in case they are used to provide a service that you use.

You can prevent the setting of cookies by adjusting the settings on your browser (see your browser Help for how to do this).

This site offers opt-in newsletters and email subscription services and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to (un)subscribed users.

This site uses Google Analytics which is one of the most widespread and trusted analytics solutions on the web for helping us to understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content.

For more information on Google Analytics cookies, see the official [Google Analytics page](#).

We also use social media buttons and/or plugins on this site that allow you to connect with your social network in various ways. For these to work, the media sites will set cookies through our site which may be used to enhance your profile on their site or contribute to the data they hold for various purposes outlined in their respective privacy policies. These media sites include: Facebook, Twitter, Instagram, and Blogger.

### 3. Use of Your Personal Data:

We will only use your Personal Data when the law allows us to. Most commonly we use your Personal Data to:

- a. Process and manage your use of our site;
- b. Respond to your questions, comments and requests;
- c. Where you have opted-in to receive marketing from us (through our newsletter, for example), deliver communications that are relevant to your preferences/may be of interest to you;
- d. Improve our services and site through analysis of information

### 4. Sharing of Your Personal Data:

We take your privacy seriously and will not share your Personal Data with others, except as permitted by applicable law or as set out below:

We share Personal Data as necessary with third parties who provide services or functions on our behalf and who require the information to provide those specific services to us. These third parties may include our website developers who provide technical support for the operation of our site, and social media advertising platforms such as Facebook and Google Adwords for the purpose of custom audience generation and the development of targeting criteria for other audiences. In addition, we may also disclose your information in response to a court order and/or when we believe we are required to do so by law. Please note we may not provide you with notice prior to disclosure.

### 5. Keeping Your Personal Data Secure:

We offer some of our services in connection with other websites. The affiliated sites may have different privacy practices and we encourage you to read their privacy policies. We may maintain physical,

electronic and procedural safeguards that comply with applicable law, including GDPR, to safeguard Personal Data from accidental loss, destruction or damage and unauthorized access, use, or disclosure.

#### 6. Retention Periods for Use of Your Personal Data:

We will use and store your Personal Data only for as long as necessary, baring in mind the uses of your Personal Data as described in this Privacy Policy and otherwise as communicated to you. We review the Personal Data we hold at regular intervals and delete permanently or anonymize any Personal Data which is no longer necessary.

#### 7. Children:

This site and our services are aimed at adults, and we do not knowingly collect any Personal Data relating to children aged under 15 years old. If you are under the age of 15, please do not provide us with any of your Personal Data, including your email address.

#### 8. Access to And Control Over Your Personal Data:

You have legal rights under applicable law in relation to your Personal Data. You can ask the following questions, or take the following actions, at any time by contacting us via email (see Contact Us below):

- a. See what Personal Data we hold about you (if any), including why we are holding it and who it could be disclosed to;
- b. Ask us to change/correct your Personal Data;
- c. Ask us to delete your Personal Data;
- d. Object to the processing of your Personal Data;
- e. Ask us to restrict the processing of your Personal Data;
- f. Withdraw any consents you have given us to the processing of your Data; and
- g. Express any concerns you have about third parties' use of your Personal Data.

#### 9. Consent:

By using our site, you consent to the collection and use of your Personal Data as described in this Privacy Policy.

#### 10. Change of Purpose:

We will only use your Personal Data for the purposes for which we collect it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to have an explanation as to how the processing for the new purpose is compatible with the original intent, please contact us.

If we need to use your Personal Data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

#### 11. Changes to Privacy Policy:

If our Privacy Policy or procedures change, we will immediately post those changes to our site. Any such changes will be effective immediately upon being posted, unless otherwise stated in the change.

#### **TERMS AND CONDITIONS**

Alessa Ellefson is a participant in the Amazon Services LLC Associate Program, an affiliate advertising program designed to provide a means for sites to earn advertising fees by advertising and linking to Amazon websites.

#### **CONTACT US**

Email: [abellefson@gmail.com](mailto:abellefson@gmail.com)