

## Additional Privacy Practices of **alexia-clark.com** for Individuals in the EU

This Privacy Notice is applicable to individuals in the EU covered by the provisions of the General Data Protection Regulation (the “GDPR”). In the event of a conflict between the terms of the Alexia-Clark.com Privacy Policy and this Privacy Notice, the terms of this Privacy Notice will govern.

This Website collects some Personal Data from its Users. Personal Data means any information about or relating to an identified or identifiable natural person. It does not include anonymized data.

Users may be subject to different protection standards and broader standards may therefore apply to some. In order to learn more about the protection criteria, Users can refer to the applicability section.

This document can be printed for reference by using the print command in the settings of any browser.

### **Owner and Data Controller**

Clark Media LLC

6929 N. Hayden Rd Suite C4-163

Scottsdale AZ 85250

United States

**Owner contact email:** [contact@alexia-clark.com](mailto:contact@alexia-clark.com)

### **Third-Party Links**

This website may include links to third-party websites, plugins, and applications. Clicking on those links may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy practices. We encourage you to read the privacy policy of each site you visit.

### **Types of Data collected**

Among the types of Personal Data that this Website collects, by itself or through third parties, there are: Cookies; Usage Data; unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Website.

Unless specified otherwise, all Data requested by this Website is mandatory and failure to provide this Data may make it impossible for this Website to provide its services. In cases where this Website specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools – by this Website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy, if available.

Users are responsible for any third-party Personal Data obtained, published or shared through this Website and confirm that they have the third party's consent to provide the Data to the Owner.

### **Mode and place of processing the Data**

#### **Methods of processing**

The Owner takes appropriate security measures to help prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible

to certain types of persons in charge, involved with the operation of this Website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

### **Legal basis of processing**

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes. Note: Under some legislations the Owner may be allowed to process Personal Data until the User objects to such processing (“opt-out”), without having to rely on consent or any other of the following legal bases. This, however, does not apply, whenever the processing of Personal Data is subject to European data protection law;
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

### **Place**

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. These countries may not have data protection laws as comprehensive or protective as those of your country or residence. Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by implementing the safeguards contained in this privacy policy. If applicable, for personal data we receive from the EEA, we provide adequate safeguards for your personal information by requiring the receiving organization to agree to standard data protection clauses adopted by the European Data Protection Commission.

If broader protection standards are applicable, Users are also entitled to learn about the legal basis of Data transfers to a country outside the European Union or to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

If any such transfer takes place, Users can find out more by checking the relevant sections of this document or inquire with the Owner using the information provided in the contact section.

### **Retention time**

Personal Data shall be processed and stored for as long as required by the purpose they have been collected for. Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.

- Personal Data collected for the purposes of the Owner’s legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to do so for the performance of a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

### **The purposes of processing**

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent activity, as well as the following: Analytics, Platform services and hosting, Heat mapping and session recording, Remarketing and behavioral targeting, Advertising and Tag Management.

For specific information about the Personal Data used for each purpose, the User may refer to the section “Detailed information on the processing of Personal Data”.

### **Detailed information on the processing of Personal Data**

Personal Data is collected for the following purposes and using the following services:

<b>Purpose</b>	<b>Type of Data</b>	<b>Lawful Basis</b>
To administer our website and protect our business interests (including analytics, heat mapping, platform services and hosting, and session recording)	Technical	Necessary for our legitimate interest.
	Contact	Necessary to comply with a legal obligation.
	Identity	
To improve our website, marketing, products or services, and customer experiences	Technical Usage	Necessary for our legitimate interest.
To subscribe to our mailing list or register as a member of the website.	Identity	Performance of a contract with you.
	Contact	

To process and deliver your order.	Identity Contact Financial Transaction Marketing and Communications	Performance of a contract with you.  Necessary or our legitimate interest (to recover amounts due to us).
To manage our relationship with you or provide important information.	Identity Contact Profile Marketing and Communications	Performance of a contract with you.  Necessary to comply with a legal obligation.  Necessary for our legitimate interest to keep our records updated.
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	Identity Contact Profile Usage Marketing and Communications Technical	Necessary for our legitimate interests.

- **Advertising**
- **Analytics**
- **Heat mapping and session recording**
- **Platform services and hosting**
- **Remarketing and behavioral targeting**
- **Tag Management**

### **The rights of Users**

Under certain circumstances users may exercise certain rights regarding their Data processed by the Owner. Users entitled to broader protection standards may exercise any of the rights described below. In all other cases, Users may inquire with the Owner to find out which rights apply to them.

In particular, Users have the right to do the following:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data. This will not affect the lawfulness of any processing carried out prior to withdrawal of consent.

- **Object to processing of their Data.** Users may have the right to object to the processing of their Data if we are relying on a legitimate interest (or that of a third party) or in instances where Data is processed for direct marketing purposes. Further details are provided in the dedicated section below.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected, though we may need to verify the accuracy of the new Data provided to us.
- **Restrict the processing of their Data.** Users may have the right, under the following circumstances, to restrict the processing of their Data:
  - If you want us to verify the accuracy of the Data.
  - Where the Data has been unlawfully processed but you do not want us to delete it.
  - If we no longer need the Data but you need us to keep it to establish, exercise, or defend a legal claim.
  - If you have objected to our processing the data, but we need to consider whether legitimate grounds override your objection.
    1. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users may have the right, under certain circumstances, to obtain the erasure of their Data from the Owner. We may not always be able to comply with your deletion request for legal reasons. In such cases, we will notify you of the reasons for denying the request at the time of your request.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive the Data that such Users have provided to us in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance. This provision is applicable provided that (1) the Data is processed by automated means and (2) the processing is based on the User's consent or for the performance of a contract which the User is part of or on pre-contractual obligations thereof.
- **Lodge a complaint.** Users have the right to bring a claim before their competent supervisory authority. We would appreciate the opportunity to handle your concerns before you contact the supervisory authority, so please contact us prior to bringing a claim before the supervisory authority.

#### **Details about the right to object to processing**

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time without providing any justification. To learn, whether the Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

#### **How to exercise these rights**

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. These requests can be exercised free of charge and will be addressed by the Owner as early as possible and always within one month. Users should contact us at [CONTACT INFORMATION] to exercise any of the rights above.

#### **Applicability of broader protection standards**

While most provisions of this document concern all Users, some provisions expressly only apply if the processing of Personal Data is subject to broader protection standards.

Such broader protection standards apply when the processing:

- is performed by an Owner based within the EU;
- concerns the Personal Data of Users who are in the EU and is related to the offering of paid or unpaid goods or services, to such Users;
- concerns the Personal Data of Users who are in the EU and allows the Owner to monitor such Users' behavior taking place in the EU.

## **Cookie Policy**

This Website uses Cookies. To learn more and for a detailed cookie notice, the User may consult the [Cookie Policy](#).

## **Additional information about Data collection and processing**

### **Legal action**

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Website or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

### **Additional information about User's Personal Data**

In addition to the information contained in this privacy policy, this Website may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

### **System logs and maintenance**

For operation and maintenance purposes, this Website and any third-party services may collect files that record interaction with this Website (System logs) use other Personal Data (such as the IP Address) for this purpose.

### **Information not contained in this policy**

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

### **How “Do Not Track” requests are handled**

This Website does not support “Do Not Track” requests.

To determine whether any of the third-party services it uses honor the “Do Not Track” requests, please read their privacy policies.

### **Changes to this privacy policy**

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within this Website and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

### **Definitions and legal references**

Latest update: June 20, 2020