

Privacy notice - PURPURPURPUR

Introduction

As a private blog dedicated to the entertainment of our visitors, purpurpurpur.co.uk aims to only collect enough information to enhance your experience while using our site and is dedicated to keeping it safe.

We will only collect the information you provide to us voluntarily and we are going to ensure its secure storage with all means reasonable and proportionate to that cause.

We dedicate our attention to ensure that we are compliant with any legislation that may be in force from time to time and with the GDPR in particular.

Should you have any questions related to our use or collection of your private information, please do not hesitate to contact us through the means provided on the website.

Who we are?

My name is Anna Pastukhova and this is my personal blog. As I myself am a UK resident and this blog is registered in the [.co.uk](http://co.uk) domain, it is compliant with the UK and EU rules and regulations as may be in force from time to time.

What information do we collect?

We may collect and process the following categories of personal information:

- Your contact details and personal account or registration details

Your contact details may include your address, telephone number and email address. When you create a personal account, or register for a service, we may also record your sign in details and other information you fill out on your personal account or registration form.

- Our communication with you

When you send us an email or chat with us online or via social media, we register your communication with us.

- Information we collect when you use our websites, apps and other digital media
- When you visit our websites, or use one of our mobile apps, we may register your IP address, browser type, operating system, referring website, web-browsing behaviour and app use. We also collect information via cookies and similar technologies when you visit our websites or use our mobile apps. For more information please read our cookie policy on the website or the mobile app you use.
- We may receive an automatic notification when you open our emails or click on a link in such emails.
- With your permission, we may also receive your location data.
- You can also agree to provide us with access to certain data stored on your mobile phone (such as photos and contacts).
- Information in relation to social media

Depending on your social network settings we may receive information from your social network provider. For example, when you sign in for our services using a social network account, we may receive your social network profile including your contact details, interests and contacts.

- Information you choose to share with us

You may choose to share information with us, for example when you share your interests and preferences with us, leave a comment for us on Facebook

- Cookies and similar technologies. When you use our website or mobile apps we collect information via cookies and similar technologies. For more information please read our cookie policy on the website or mobile app you use.

How do we use personal information?

We may use this information in the following ways:

- personalisation of content, information or user experience
- delivering marketing and events communication
- carrying out polls and surveys
- internal research and development purposes
- providing goods and services
- legal obligations (e.g. prevention of fraud)
- meeting internal audit requirements

Legal basis for processing your personal data?

We rely on your consent to collect and use your personal information. This is compliant with the requirements of the GDPR. You provide consent by providing your contact information and you can withdraw this consent by contacting us on any of the “contact us” sections. All requests will be processed in five working days from the day of submission of the request.

Where do we store and process personal data?

We store your data within the European Economic Area, with most of our servers located in the UK. We may need to store some of your data outside of the EEA, but we will aim to minimise any such occasions. Please, let us know should this be of a concern to you.

How do we secure personal data?

We will take appropriate technical and organizational measures to protect your personal data against loss or unlawful use.

How long do we keep your personal data for?

Your personal data will be retained for as long as required for the purposes described in this privacy policy or in so far as such is necessary for compliance with statutory obligations and for solving any disputes.

Your rights in relation to personal data

You may contact us to exercise any of the rights you are granted under applicable data protection laws, which includes (1) the right to access your data, (2) to rectify them, (3) to erase them, (4) to restrict the processing of your data, (5) the right to data portability and (6) the right to object to processing.

1. Right to access

You may ask us whether or not we process any of your personal data and, if so, receive access to that data in the form of a copy. When complying with an access request, we will also provide you with additional information, such as the purposes of

the processing, the categories of personal data concerned as well as any other information necessary for you to exercise the essence of this right.

2. Right to rectification

You have the right to have your data rectified in case of inaccuracy or incompleteness. Upon request, we will correct inaccurate personal data about you and, taking into account the purposes of the processing, complete incomplete personal data, which may include the provision of a supplementary statement.

3. Right to erasure

You also have the right to have your personal data erased, which means the deletion of your data by us and, where possible, any other controller to whom your data has previously been made public by us. Erasure of your personal data only finds place in certain cases, prescribed by law and listed under article 17 of the General Data Protection Regulation (GDPR). This includes situations where your personal data are no longer necessary in relation to the initial purposes for which they were processed as well as situations where they were processed unlawfully. Due to the way we maintain certain services, it may take some time before backup copies are erased.

4. Right to restriction of processing

You have the right to obtain the restriction of the processing of your personal data, which means that we suspend the processing of your data for a certain period of time. Circumstances which may give rise to this right include situations where the accuracy of your personal data was contested but some time is needed for us to verify their (in)accuracy. This right does not prevent us from continuing to store your personal data. We will inform you before the restriction is lifted.

5. Right to data portability

Your right to data portability entails that you may request us to provide you with your personal data in a structured, commonly used and machine-readable format and to have such data transmitted directly to another controller, where technically feasible. Upon request and where this is technically feasible we will transmit your personal data directly to the other controller.

6. Right to object.

You also have the right to object to the processing of your personal data, which means you may request us to no longer process your personal data. This only applies in case the 'legitimate interests' ground (including profiling) constitutes the legal basis for processing (see 'Legal basis' above).

At any time and free of charge you can object to direct marketing purposes in case your personal data are processed for such purposes, which includes profiling purposes to the extent that it is related to such direct marketing. In case you exercise this right, we will no longer process your personal data for such purposes.

7.1 You may withdraw your consent at any time

You may withdraw your consent at any time by following the specific instructions in relation to the processing for which you provided your consent. For example, you may withdraw consent, by clicking the unsubscribe link in the email, adjusting your communication preferences in your account (if available) or by changing your smart phone settings (for mobile push notifications and location data). You can also contact us on our contact details provided elsewhere on the site and inform us of withdrawing your consent.

7.2 When you would like to exercise your rights, all you have to do is send your request to our contact e-mail provided

7.3 You can also contact us at if you have any questions, remarks or complaints in relation to this privacy policy. However, if you have unresolved concerns you also have the right to complain to the Information Commissioner's Office (<https://ico.org.uk/>) located in Wilmslow, the UK.