

In order to inform you about how I will process your personal data in a careful and confidential manner, I designed this privacy statement. If you have any questions regarding the use of your personal data, please contact me.

### **1. Contacting Art Studio Helene, called ASH further on**

First let me thank you for visiting my website. In case you would like to contact me about this privacy statement or any questions you might have on this subject regarding your rights you can use the contact form on my website. I will get back to you within 24 hrs.

### **2. Personal Data**

**ASH processes the following types of personal data**

#### **A Contactform :**

- your name (Last and/or firstname) depending on what you fill out in the contact form
- your Email address

#### **B Further contact by phone or email**

- the above
- your telephone number
- website
- name of your company

#### **C In case of business proposals, buy outs or licensing**

- chamber of commerce number
- tax number
- payment details

#### **How do I obtain your personal data?**

Through the contact form you used on my site, from data given by you or your clients and from public sources such as the Chamber of Commerce or other public sources.

### **3. Purposes**

I only process your personal data when I am allowed to do so and in case of the purposes mentioned below.

#### **Contact form on my website, email and other contact**

When you send me a question or request information I need the data given by you to be able to answer and give you the information needed. That is why I process your name and email address. I have justified my interest in processing these data I have obtained from you in this way. And to be able to track who it was that I had contact with, I keep this data until 5 years after our last contact moment.

#### **Newsletter**

I sent you newsletters, because you are one of my customers or because you have registered for it yourself. I therefore process your name and email address to send you information and news. I offer the possibility to unsubscribe in each newsletter. I keep your data for this purpose until you unsubscribe for the newsletter.

## **Licenses**

I am the copyright holder of the design that I create, which is why we make agreements about your use of my designs. We do this by agreeing on a license. I keep your name and address details and the agreements made at least for the duration of the license, in order to be able to secure the agreements made and to have the possibility to contact you with regarding the license.

## **Custom made designs**

If I create a custom made design I will process your data. I need your contact details in order to send you information, for the execution of the assignment and the final delivery of the product(s). Without it I cannot enter into an agreement.

If you have given me an assignment, I will process the data that are necessary for the financial aspect of our agreement. These are, in any case, your (company) name, email address and all other data needed for a correct invoice. When paying, I will also see which account the payment originates from and the name of the account holder. I keep my invoices and payment details 8 years in order to comply with my legal retention obligation.

## **Personal data in designs**

When I design a pattern or other art for you, it is possible that personal data such as a clients name and is also processed within my design. I keep the design files and print-ready files containing personal data in my portfolio and archive for as long as my company will exist.

## **Legitimate interest**

I have a legitimate interest in processing your personal data for the purposes mentioned above.. I have made a balance between your privacy interest and my own interests. Unfortunately it happens that my work is used without permission. In that case I have an interest in processing and retaining your data for as long as my company exists, so that I can appeal to the infringement and monitor the proof and my legal status.

## **4. Transfer**

### **Recipients of personal data**

I share your data with the following parties

- Accountant
- Payment services
- Newsletter service

Transfer to third countries

I process personal data within the EEA.

Links

On my website you will find links to external websites. By clicking on a link you go to a different website than mine. It may be that these websites use cookies. I would like to refer you to the cookie or privacy statement of the owner of that specific website.

## **5. Your rights**

I would like you to inform you about the rights you have and the influence you can exert on the processing of your personal data. If you want to exercise one of these rights, please contact me through my contact form.

### **Access, rectification and erasure**

You have the right to know what personal data I process about you and you may then request that it'll be rectified or deleted.

### **Restriction of processing**

You have the right to ask us to limit the processing of your personal data. For example if the data is no longer correct, the processing is unlawful, I no longer need your personal data or we are awaiting a decision on the objection you have made against processing.

### **Right of objection**

You have the right to object to the processing of your personal data. If you object to the use of personal data for the purposes of direct marketing. I will no longer use your personal data for this purpose.

### **Data portability**

You have the right to receive your personal data from us in a structured, commonly used and machine-readable form, so that you can transfer it to another party. If you have given us permission to process your data and when the processing was done automatically.

### **Withdraw consent**

If I have obtained your data for a certain purpose on the basis of your consent, you may withdraw this consent at any time. Withdrawal of consent does not affect the lawfulness of the processing that occurred prior to the withdrawal.

### **Complaints**

Do you have complaints about how I handle your personal data? You have the right to submit your complaints to the supervisory authority within your Member State.

## **6. Security of personal data**

Me and my processors have taken appropriate technical measures to protect your personal data against loss or other forms of unlawful processing. These measures provide a level of security that matches the data I process.

## **7. Cookies**

I do not use cookies on my website at this moment.

## **8. Social media**

To make it as easy as possible for you to follow me on social media or to share the content of this website, this website has a number of social media buttons. Read the privacy statements of the respective social media channels to know how they deal with privacy.

- Instagram
- Pinterest
- LinkedIn

## **9. Amendments**

I may have to change my privacy statement for example because I have started using a different method. I will always publish the new privacy statement on my website. If the changes apply directly to you, I will also communicate the changes to you directly.