

Privacy Policy for Meldin Digital Agency

1. Definitions

- **Meldin Digital Agency:** Refers to Meldin, a dynamic digital agency offering a wide array of digital services.
- **User:** Any individual accessing or utilizing the services provided by Meldin.
- **Personal Data:** Any information that pertains to an identified or identifiable individual.
- **GDPR:** General Data Protection Regulation, the European Union's comprehensive regulation concerning data protection and privacy.

2. Information We Collect and Use

Meldin may collect and process various types of personal data for the purpose of enhancing and optimizing our services. This may include, but is not limited to:

- **Contact Information:** Such as name, email address, phone number, and mailing address.
- **Demographic Information:** Such as age, gender, location, and preferences.
- **Website Usage Data:** Information about how users interact with our website, including pages visited, duration of visit, and referral sources.
- **Communication Preferences:** Information regarding how users prefer to be contacted and their communication preferences.

We utilize this information for the following purposes:

- **Service Provision:** To deliver, maintain, and improve our services.
- **Communication:** To communicate with users regarding their inquiries, requests, and feedback.
- **Personalization:** To tailor our services and communications to better suit the individual preferences and needs of users.
- **Analytics:** To analyze usage patterns, trends, and preferences in order to enhance our services and user experience.
- **Compliance:** To adhere to legal and regulatory requirements.

3. Use of Data

Meldin processes personal data based on various legal grounds, including user consent, contractual necessity, compliance with legal obligations, and legitimate interests pursued by Meldin in providing its services.

4. Legal Basis for Processing Personal Data Under GDPR

Under the framework of GDPR, Meldin processes personal data in accordance with the principles of lawfulness, fairness, and transparency. This includes processing personal data based on user consent, contractual necessity, compliance with legal obligations, and the pursuit of legitimate interests.

5. Retention of Data

We retain personal data only for as long as necessary to fulfill the purposes outlined in this privacy policy, unless a longer retention period is required or permitted by law.

6. Transfer of Data

Meldin may transfer personal data to third parties or service providers as necessary for the purposes outlined in this privacy policy. Such transfers will be conducted in compliance with applicable data protection laws and regulations.

7. Disclosure of Data

Meldin may disclose personal data in response to valid requests by public authorities or when required by law. Additionally, we may disclose personal data to third-party service providers or partners who assist us in delivering our services.

8. Security of Data

Meldin employs robust technical and organizational measures to ensure the security of personal data and protect it from unauthorized access, disclosure, alteration, or destruction. These measures include encryption, access controls, and regular security assessments.

9. Do Not Track Signals

Meldin does not respond to Do Not Track signals or similar mechanisms.

10. Your Data Protection Rights Under GDPR

Users located in the European Economic Area (EEA) have certain data protection rights under GDPR. These rights include the right to access, rectify, or erase personal data, as well as the right to object to or restrict the processing of personal data. Users can exercise these rights by contacting Meldin using the contact information provided below.

11. Service Providers

Meldin may engage third-party companies or individuals to facilitate our services or assist in analyzing how our services are used. These third parties have access to personal data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

12. Children's Privacy

Meldin's services are not directed at children under the age of 13, and we do not knowingly collect personal data from children. If you believe that we have collected personal data from a

child without parental consent, please contact us, and we will take steps to remove such information.

13. Changes to This Privacy Policy

Meldin reserves the right to update or change this privacy policy at any time. Any changes will be effective immediately upon posting the updated privacy policy on our website.

If you have any questions about this privacy policy or our data processing practices, please contact us at contact@meldin.com.

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