



Privacy Policy

Alexandra Pedro Marketing

By Alexandra Pedro

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Our Privacy Policy

We at Alexandra Pedro Marketing comply with the GDPR standards, not only because it is required of us but because we believe privacy is an essential right of all beings.

We strive to be clear on how we handle your information and to ensure that your data is kept safe and up-to-date. Feel free to [contact us](#) if you want to know more about the data we store about you, to discuss a concern, or exercise one of your data protection rights.

This privacy policy is reviewed regularly and was last updated on March 25, 2020. It applies only to our website. It does not apply to other websites that are linked on our website or to the data we collect elsewhere for the purpose of providing services to our paid clients.

What data do we collect?

On our website, we collect the following data:

- Your email address when you subscribe to one of our newsletters.
- Any data you explicitly provide in our comment sections.
- Anonymous analytics data strictly related to our website. The data we have access to refers to each day's aggregate totals and does not single you out. It includes which pages were viewed by our visitors and how many times, which websites visitors came from, which browsers, operating systems, and screen sizes were being used by our visitors, and which country they visited from.

How do we collect your data?

On our website we collect data from you through three third-party applications:

- When you subscribe to one of our newsletters, your email address is collected by [Buttondown Email](#).
- When you comment on one of our comment sections, the data you explicitly provide is collected by [Commento](#).
- Our anonymous website analytics data is collected by [GoatCounter](#).

Cookies are only used for the purpose of keeping you logged into our comment sections but you are free to comment anonymously if you want to avoid this. More information in our cookie policy.

How will we use your data?

We only use the email address you provide when you subscribe to one of our newsletters to be able to send that newsletter to you. We have three separate newsletters and will not send you one you have not signed up for. You can always unsubscribe to the newsletter you signed up for through the footer of each email. We will not share your email address with anyone else or process or store it outside Buttondown Email.

The data collected by Commento in our comment sections is used only to showcase your comments in said sections. We do not process or store it outside Commento.

We use the anonymous website analytics collected by GoatCounter to get an overview of how the website is used, which pages are more popular, and which sources of traffic are working best. We process and store some of this information outside GoatCounter for the purpose of improving our website but it always consists of aggregate information, never individual.

How do we store your data?

Buttondown Email collects the email you provide when you sign up for one of our newsletters and stores it on their servers. You may read their [privacy policy](#) for more information.

As for our Commento and GoatCounter servers, they are hosted in [DigitalOcean](#). We have taken precautions to ensure your data is safe in our server, including the use of https, encryption, and firewall.

What are your data protection rights?

The following information was sourced from [GDPR.eu](#). “Every user is entitled to the following:

- **The right to access** – You have the right to request us for copies of your personal data. We may charge you a small fee for this service.
- **The right to rectification** – You have the right to request that we correct any information you believe is inaccurate. You also have the right to request us to complete the information you believe is incomplete.
- **The right to erasure** – You have the right to request that we erase your personal data, under certain conditions.
- **The right to restrict processing** – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- **The right to object to processing** – You have the right to object to our processing of your personal data, under certain conditions.
- **The right to data portability** – You have the right to request that we transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please [contact us](#).” Note that due to limitations of our third-party applications we may be unable to single out some of your information. Therefore, we may be unable to carry out some of these rights for some of your information. This is not a breach of GDPR because in these cases we are not talking about personal identifiable information. We are talking about completely anonymous information.