

Darkstarastronomy.com has a new Privacy Policy as of July 15, 2020 This Privacy Policy has been established to help clarify how I collect, store, and use the data from your interactions with my website. The Policy has been designed to meet the new standards set forth by the General Data Protection Regulation (GDPR). The GDPR was implemented on July 15th, 2020 by the European Union (EU).

I have always practiced careful data practices and strict security protocols on my website, practices already in alignment with the new GDPR. My new Privacy Policy helps clarify your rights as a site visitor, and my obligations as a website owner.

1) INTRODUCTION

This Privacy Policy explains how darkstarastronomy.com uses your personal data when you visit my website, interact with me, subscribe to my newsletter, or purchase a product or service from me.

I have also added information regarding your privacy rights under the GDPR.

Please read my Privacy Policy so that you are aware of how and why I am using your data. Your continued use of my website indicates that you accept my Privacy Policy.

If you have any questions, or would like to exercise your protected privacy rights, please contact mail@darkstarastronomy.com. Please read this Privacy Policy in full to learn more about your rights and my obligations under the GDPR.

Sincerely,
Marina Macario

2) WHO I AM

I am an Astrologer who provides horoscopes, eBooks and astrological readings via my website Darkstar Astrology. I am based in the United Kingdom.

3) YOUR PERSONAL DATA

Personal data is any data regarding you that could help someone to identify you. It is individual information pertaining to you, and it is not anonymous.

Anonymous data is any data where the identity has been removed from the statistical data, and could not help to identify an individual.

I collect several types of information from my site visitors in order to enhance on site visit experience. This personal data falls into these categories:

ANONYMOUS DATA such as statistical or demographic data for the purposes of monitoring site traffic. Anonymous (or aggregate) Data may be derived from your personal data, but is not considered personal data because you cannot be identified by the information.

CONTACT DATA includes address, delivery address and email address (Through Paypal if you order an eBook or reading)

IDENTITY DATA includes first name, last name, and social media username (where applicable).

MARKETING DATA includes your preferences in receiving direct marketing from me. This includes your subscription to my Newsletter.

PROFILE DATA includes your username and password, as well as information regarding purchases, orders or donations made by you on my site.

TECHNICAL DATA includes your internet protocol (IP) address, browser type and version, time zone, location, browser extensions and version information, operating system and platform.

TRACKING DATA includes information I or others collect about you from cookies and similar tracking technologies. For example, I provide cookies so that your browser may store small pieces

of my website in order to make your future site visits faster.

TRANSACTION DATA includes the payment information provided by you and your financial institution when you complete a purchase with me.

USAGE DATA includes information about how you use my website, products, and services.

To provide better content and service, darkstarastrology.com uses Google Analytics to monitor traffic and visitor behavior on my site. Your IP, city, state, operating system, and on-page behavior may be tracked by Google Analytics. If you continue to use my site, you acknowledge acceptance of this monitoring by Google Analytics which is utilized to enhance your on site experience and is looked at it as anonymous data since it is not personally identifiable.

I do not collect any information regarding your race, ethnicity, gender, sexual orientation, religious or philosophical belief, personal lifestyle, criminal convictions or offences, or any biometric data.

I also do not knowingly collect information from site visitors under the age of 13.

4) HOW I COLLECT PERSONAL DATA

I may collect two basic types of information about my site visitors: specific information you may provide directly as a result of interacting with my website, and general visit information collected indirectly by software including WordPress and related Plugins.

DIRECT (VISITOR PROVIDED DATA)

This specific information includes personal data you provide when you: sign up to receive my Moonsletter Newsletter.

contact me directly via my Contact Form and request information be sent to you;

order my products or services;

contact me directly via email, or on my website;

VIA SOFTWARE (INDIRECTLY)

I may automatically collect Technical Data about your browser, platform, and browsing pattern while you are on my website.

GENERAL DATA COLLECTION PRACTICE

I only collect the data necessary to enhance your site visit experience and complete any tasks you initiate on my site. For example, you may provide your email to me via a message on my contact form which allows me to communicate with you via email reply.

AD PARTNERS

Google Adsense

If you are interested in learning how to opt out of ad programs on other sites, please visit:

[Digital Advertising Alliance](#) (United States)

[Digital Advertising Alliance of Canada](#) (Canada)

[European Interactive Digital Advertising Alliance](#) (EU)

5) HOW I USE YOUR PERSONAL DATA

To complete an order and maintain a record of sales for my taxes

For fraud investigation in compliance with the law

When I need to comply with a law or regulation such as the GDPR

To enhance your site experience

To complete contractual obligations with you (like delivering my Newsletter to you after you opt in)

6) COOKIES

Cookies are basic pieces of information stored in your browser that enhance your overall site experience. They make the site faster and help the site remember where to take you after you submit a form. Overall, cookies are pretty sweet!

My site cookies collect anonymous data, and are not personally identifiable.

My website may also include cookies from third parties including links to social media. These cookies are controlled by these third parties.

You can disable cookies in your browser, but your website experience may be limited on my site as well as on other sites as cookies are necessary to perform certain functions.

7) HOW I MAY SHARE PERSONAL DATA

I may share personal data with the following types of third parties:

Technology service providers (i.e. webhost)

As part of a business transfer of ownership. In the result of an acquisition or merger of my business by/with another entity, this Privacy Policy will remain in effect unless otherwise stated in an updated Privacy Policy for the web site.

As required by law

I select third parties to work with who adhere to the laws and best practices of the Internet. Any information shared with these third parties is only to enhance my website and your website visit experience, not to directly enhance the private interests of these third parties. They may not use the information for any purpose other than my agreed upon website related purpose.

8) PAYMENT INFORMATION

darkstarastronomy.com uses PayPal to process payments made for products and services via the website. Your checkout experience is completed on PayPal's servers. I may store confirmation of your Payment in my System for internal record keeping purposes.

9) MY DATA SECURITY PROTOCOL

I have strict security measures in place to protect your information. Your personal data is protected, and used only on a need-to-know basis as required to perform necessary site or other contractual based items. I believe that the less people with access to your information, the better, and I have designed my data security practices with that philosophy as my guiding principle.

I have systems in place to notify me immediately of any suspected or confirmed web breach where your personal data may have been exposed. I will notify you via email in the event that I am legally required to do so.

10) THIRD-PARTY LINKS

This website may include links to third-party websites including social media. I do not control these third-party websites. Please familiarize yourself with the Privacy Policy of these sites as they are not connected to my Privacy Policy.

11) MY DATA RETENTION POLICY

I will only keep your personal data for as long as necessary to fulfill the purposes I collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

If you make a purchase from my site or enter into a financial transaction with me, I must retain this information for 7 years for tax and legal record keeping purposes.

In some circumstances, you can ask me to delete your data. For example, when you unsubscribe from my Newsletter, you may then contact me and ask me to delete your subscriber information including email and name. Your anonymous aggregate data will remain, as it is not legally protected data.

In the case of desired data deletion, you must specifically contact me and be able to demonstrate reasonable need for deletion that does not conflict with any current law or regulation pertaining to the website and as set forth in this Privacy Policy.

I may use and reuse any anonymous data I collect on my site in perpetuity for the purposes of continuing to improve my website for the enjoyment of my site visitors.

12) HOW TO ACCESS YOUR DATA WITH ME

You will not have to pay a fee to access my personal data with me one time. However, additional requests are subject to review and fees. I am not required to comply if the request is illegal, unnecessary, or otherwise protected.

I will request specific information from you to help me confirm your identity before allowing you to access a copy of your sensitive data. I do not provide your private data to inquiring third parties except as required by law.

You may be provided 1 free copy of your basic data as part of your access or deletion request.

I will respond to your initial data request within 1 month. I may need further information from you in order to complete the process.

13) HOW TO CONTACT ME ABOUT MY PRIVACY POLICY

If you have any questions about this Privacy Policy, or would like to exercise any of your rights, please email me at mail@darkstarastrology.com

14) PRIVACY POLICY UPDATES

I will continue to update this Privacy Policy as the web and its laws and regulations continue to evolve. I will notify you via Moonsletter Newsletter of any changes to my Privacy Policy, so please be sure to subscribe for the most up to date information.