

**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](mailto: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**

### **Mediavine Programmatic Advertising (Ver 1.1)**

The Website works with Mediavine to manage third-party interest-based advertising appearing on the Website. Mediavine serves content and advertisements when you visit the Website, which may use first and third-party cookies. A cookie is a small text file which is sent to your computer or mobile device (referred to in this policy as a “device”) by the web server so that a website can remember some information about your browsing activity on the Website.

First party cookies are created by the website that you are visiting. A third-party cookie is frequently used in behavioral advertising and analytics and is created by a domain other than the website you are visiting. Third-party cookies, tags, pixels, beacons and other similar technologies (collectively, “Tags”) may be placed on the Website to monitor interaction with advertising content and to target and optimize advertising.

Each internet browser has functionality so that you can block both first and third-party cookies and clear your browser's cache. The "help" feature of the menu bar on most browsers will tell you how to stop accepting new cookies, how to receive notification of new cookies, how to disable existing cookies and how to clear your browser's cache. For more information about cookies and how to disable them, you can consult the information at [All About Cookies](#).

Without cookies you may not be able to take full advantage of the Website content and features. Please note that rejecting cookies does not mean that you will no longer see ads when you visit our Site. In the event you opt-out, you will still see non-personalized advertisements on the Website.

The Website collects the following data using a cookie when serving personalized ads:

- IP Address
- Operating System type
- Operating System version
- Device Type
- Language of the website
- Web browser type
- Email (in hashed form)
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Mediavine Partners (companies listed below with whom Mediavine shares data) may also use this data to link to other end user information the partner has independently collected to deliver targeted advertisements. Mediavine Partners may also separately collect data about end users from other sources, such as advertising IDs or pixels, and link that data to data collected from Mediavine publishers in order to provide interest-based advertising across your online experience, including devices, browsers and apps.

This data includes usage data, cookie information, device information, information about interactions between users and advertisements and websites, geolocation data, traffic data, and information about a visitor's referral source to a particular website. Mediavine Partners may also create unique IDs to create audience segments, which are used to provide targeted advertising.

If you would like more information about this practice and to know your choices to opt-in or opt-out of this data collection, please visit [National Advertising Initiative opt out page](#). You may also visit [Digital Advertising Alliance website](#) and [Network Advertising Initiative website](#) to learn more information about interest-based advertising. You may download the AppChoices app at [Digital Advertising Alliance's AppChoices app](#) to opt out in connection with mobile apps, or use the platform controls on your mobile device to opt out.

For specific information about Mediavine Partners, the data each collects and their data collection and privacy policies, please visit [Mediavine Partners](#).

## **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**

darkstarastrlogy.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@darkstarastronomy.com](mailto:mail@darkstarastronomy.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.

<https://app.termly.io/dashboard/website/508344/privacy-policy>

## **Who we are**

Our website address is: <https://darkstarastronomy.com>.

## **What personal data we collect and why we collect it**

### **Comments**

When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor's IP address and browser user agent string to help spam detection.

An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>. After approval of your comment, your profile picture is visible to the public in the context of your comment.

### **Media**

If you upload images to the website, you should avoid uploading images with embedded location data (EXIF GPS) included. Visitors to the website can download and extract any location data from images on the website.

## **Contact forms**

### **Cookies**

If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year.

If you visit our login page, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser.

When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select "Remember Me", your login will persist for two weeks. If you log out of your account, the login cookies will be removed.

If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

### **Embedded content from other websites**

Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

### **Analytics**

## **Who we share your data with**

By default WordPress does not share any personal data with anyone.

## **How long we retain your data**

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

## **What rights you have over your data**

If you have an account on this site, or have left comments, you can request to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep for administrative, legal, or security purposes.

## Where we send your data

Visitor comments may be checked through an automated spam detection service.

### Source: Easy Digital Downloads

We collect information about you during the checkout process on our store. This information may include, but is not limited to, your name, billing address, shipping address, email address, phone number, credit card/payment details and any other details that might be requested from you for the purpose of processing your orders.

Handling this data also allows us to:

- Send you important account/order/service information.
- Respond to your queries, refund requests, or complaints.
- Process payments and to prevent fraudulent transactions. We do this on the basis of our legitimate business interests.
- Set up and administer your account, provide technical and/or customer support, and to verify your identity.

Additionally we may also collect the following information:

- Location and traffic data (including IP address and browser type) if you place an order, or if we need to estimate taxes and shipping costs based on your location.
  - Product pages visited and content viewed while your session is active.
  - Your comments and product reviews if you choose to leave them on our website.
  - Account email/password to allow you to access your account, if you have one.
  - If you choose to create an account with us, your name, address, and email address, which will be used to populate the checkout for future orders.
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