

Privacy Policy – Meli Bodo

Effective Date: April 2025

Website: www.melibodo.com

Owner: Cup of Changer SRL

Business Location: Romania

Email: info@melibodo.com

Meli Bodo respects your privacy and handles your personal data carefully, securely, and transparently. This privacy statement explains how we collect, use, and protect your data in accordance with the **General Data Protection Regulation (GDPR)**.

1. Purpose of Data Collection

We collect and process personal data for the following purposes:

- To process and deliver product orders (digital and physical)
- To manage paid and free newsletter subscriptions
- To respond to mentoring requests and schedule sessions
- To handle licensing inquiries and contractual agreements
- To process requests for access to the surface pattern design catalogue
- To analyze website usage and improve user experience
- To maintain communication via social media (when initiated by you)
- To comply with legal and tax obligations

2. What Personal Data We Collect

a) When making a purchase:

- Name
- Email address
- Billing and shipping address
- Payment details (processed securely via Stripe/PayPal – not stored by us)
- Company name and VAT (if applicable)

b) When subscribing to the newsletter (free or paid):

- Name
- Email address
- Preferences for content

c) When requesting the Surface Pattern Design Catalogue:

- Name
- Email address
- Company name and role (if applicable)
- Intended use or interest (if submitted via form or email)
- Any further information you voluntarily provide

This information helps us tailor the catalogue or follow-up communication based on your needs.

d) When booking mentoring sessions:

- Contact details
- Creative/business background (if shared)
- Appointment preferences

e) When interacting with our website:

- IP address
- Browser type
- Device and referral source
- Activity on pages (via cookies and analytics)

f) When visiting or contacting us through social media platforms:

We have links to platforms like Instagram, LinkedIn and Pinterest. When you interact with us via those platforms (e.g., comments, direct messages), your personal data is subject to their respective privacy policies. We do not collect or store that data unless you voluntarily initiate further communication with us (e.g., contacting us via DM with a licensing inquiry).

3. Legal Basis for Processing

We only process personal data where a legal basis applies:

- **Consent:** e.g., newsletter signup, catalogue request
- **Contractual necessity:** e.g., purchases, licensing agreements
- **Legal obligation:** e.g., invoicing and tax records
- **Legitimate interest:** e.g., improving our website and communicating with interested buyers

You may withdraw consent at any time.

4. Retention of Data

We retain your personal data only as long as necessary for the purposes listed above. For example:

- Orders and invoices: up to 7 years (as per EU tax law)
- Newsletter subscriptions: until you unsubscribe
- Catalogue inquiries: up to 12 months unless you request deletion sooner
- Mentoring contacts: up to 2 years for follow-up or reference

5. Sharing of Data

We do **not sell** your data.

We only share necessary data with third-party service providers, including:

- **Payment processors** (e.g., Stripe, PayPal)
- **Email marketing tools** (e.g., ConvertKit, MailerLite, MailPoet)
- **Analytics tools** (e.g., Google Analytics – anonymized tracking)
- **Cloud storage and CRM tools**
- **Shipping and logistics services** (if applicable)

These partners comply with GDPR and only process data on our behalf.

6. Cookies and Tracking

We use cookies and similar technologies to:

- Improve website performance
- Analyze traffic and user behavior
- Remember your preferences

A cookie banner appears when you first visit, allowing you to accept or manage settings. You can adjust or delete cookies anytime in your browser settings.

7. Your Rights Under GDPR

As an EU resident, you have the right to:

- Access your personal data
- Correct inaccurate or incomplete information
- Request deletion of your data (where not legally required to retain)
- Restrict or object to data processing
- Withdraw consent
- Receive a copy of your data (data portability)
- File a complaint with your local Data Protection Authority

To exercise any of these rights, contact: info@melibodo.com

8. Social Media Interactions

Our website includes links to our **Instagram**, **LinkedIn**, **Pinterest**, and potentially other platforms. Clicking these links will take you to third-party sites that have their own privacy policies. We do not track your activity on those platforms.

If you message or interact with us via social media (e.g., commenting, liking, DM-ing), your data will be stored by that platform according to their terms. We do not collect or export that data unless you voluntarily share information with us for follow-up (e.g., catalogue request via DM).

9. Data Security

We take appropriate technical and organizational measures to protect your data. These include encryption, secure connections (HTTPS), and access restrictions. However, no system is 100% secure. By using our website, you acknowledge these risks.

10. Children's Privacy

Our services are not directed at children under the age of 16. We do not knowingly collect personal data from minors. If you believe this has happened, please contact us immediately.

11. Updates to This Privacy Statement

We may update this Privacy Policy from time to time. Changes will be published on this page, and significant updates will be clearly communicated.

12. Contact

Meli Bodo

Email: info@melibodo.com

Website: www.melibodo.com

Business location: Romania

Registration No.: 25464383