



Privacy Policy

Last Updated: 2025/02/20

1. Introduction

Welcome to The Social Craft ("we," "our," or "us"). We are committed to protecting your personal information and your right to privacy. This Privacy Policy explains how we collect, use, and safeguard your information when you visit our website **www.thesocialcraft.com**. By using our website, you agree to the collection and use of information in accordance with this policy.

2. Information We Collect

We collect personal information that you voluntarily provide to us when you:

- Fill out a **contact form** (e.g., name, surname, email address, and message).
- Subscribe to our **newsletter or mailing list** (e.g., email address).
- Interact with our website, where cookies and tracking technologies may collect certain information automatically.

3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to inquiries submitted via the **contact form**.
- To send marketing and promotional communications to subscribers (you can opt out at any time).
- To improve our website and user experience through analytics and cookies.
- To comply with legal obligations under **GDPR** and **POPIA**.

4. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to enhance your browsing experience.

Cookies help us:

- Understand how users interact with our website.
- Improve website functionality and performance.
- Provide targeted marketing where applicable.

You can manage or disable cookies in your browser settings.

5. Legal Basis for Processing (GDPR & POPIA)

We process your personal data under the following legal bases:

- **Consent:** When you voluntarily submit information via our forms or subscribe to our newsletter.
- **Legitimate Interest:** To analyze website performance and improve our services.
- **Legal Obligation:** Where necessary for compliance with applicable laws.

6. Sharing Your Information

We do not sell or rent your personal information. However, we may share your data with:

- **Third-party service providers** that assist in website functionality, email marketing, and analytics (e.g., Wix, email marketing platforms).
- **Legal authorities** if required by law.

7. Your Rights Under GDPR & POPIA

As a data subject, you have the right to:



- Request access to the personal data we hold about you.
- Request correction or deletion of your data.
- Withdraw consent for marketing communications.
- Object to the processing of your personal data in certain circumstances.

To exercise these rights, contact us at info@thesocialcraft.com

8. Data Retention

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

9. Security Measures

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, disclosure, or loss.

10. International Data Transfers

As we use **Wix**, which is a global platform, your data may be stored or processed in locations outside your country of residence. Wix is GDPR compliant and follows international data protection regulations.

11. Updates to This Privacy Policy

We may update this policy periodically. Any changes will be posted on this page with an updated "Last Updated" date.

12. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Company Name: The Social Craft

Website: www.thesocialcraft.com

Email: info@thesocialcraft.com

Phone: +353 86 010 7549

By using our website, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.