

## **Privacy Policy**

### **1. Data Controller**

Acme Innovations Ltd.

Contact: [privacy@acmeinnovations.com](mailto:privacy@acmeinnovations.com)

### **2. Purposes and Legal Basis for Processing**

We process your personal data for the following purposes:

- Account registration and service provision (Legal basis: Contractual necessity, Art. 6(1)(b) GDPR)
  - Marketing communications (Legal basis: Consent, Art. 6(1)(a) GDPR)
  - Compliance with legal obligations (Legal basis: Art. 6(1)(c) GDPR)
- You may withdraw your consent at any time via our privacy portal.

### **3. Categories of Personal Data Collected**

- Name, contact information (email, address, phone)
- Usage data and cookies
- Payment information

### **4. Recipients of Personal Data**

Data may be shared with IT service providers, payment processors, and regulatory authorities, only as required.

### **5. Retention Periods**

Personal data is retained as long as your account is active and for up to 6 years after closure for legal and audit purposes.

### **6. Your Rights**

You have the right to access, rectify, erase, restrict, or object to the processing of your data. You also have the right to data portability and to lodge a complaint with your national data protection authority.

### **7. Data Protection Officer**

Contact: [dpo@acmeinnovations.com](mailto:dpo@acmeinnovations.com)

### **8. Technical and Organizational Measures (Art. 32)**

- All data is encrypted in transit and at rest
- Regular access reviews and role-based access control
- Security awareness training for staff
- Annual penetration testing and incident response protocols

*Last updated: 25 March 2025*