

PRIVACY POLICY

Last updated: [27.05.2025]

Thank you for visiting www.brightlover.com ("Website"). This Privacy Policy explains how we collect, use, share, and protect your personal information and your rights under data protection laws, including the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act / California Privacy Rights Act (CCPA/CPRA)**.

By accessing or using our Website, you agree to this Privacy Policy. If you do not agree, please do not use the Website.

1. WHO WE ARE

Keey Publishing is the data controller responsible for your personal data.

- Registered business name: Keey Publishing
- NIP: 5993097590
- Contact email: contact@brightlover.com
- Website: www.brightlover.com
- Country of establishment: [Insert country of incorporation]

We respect your privacy and are committed to protecting your personal information. This Privacy Policy outlines our practices transparently, using simple, plain language for your clarity and ease.

2. WHAT DATA WE COLLECT

We may collect and process the following categories of personal data:

Category	Examples
Identity data	Name, surname, login
Contact data	Email address, mailing address
Order data	Order history, payment method (not payment details)
Device data	IP address, browser type, device type
Usage data	Pages visited, interactions, referring URLs
Marketing data	Newsletter preferences, campaign engagement
Social media	When linking social accounts
Consent data	Records of given or withdrawn consents
Communications	Customer service messages, feedback

We do **not** knowingly collect data from children under the age of 13. If we learn that a child has provided personal data without parental consent, we will delete it promptly.

3. HOW WE COLLECT DATA

We collect data in the following ways:

- **Direct interactions:** Through forms you complete, purchases you make, or correspondence you send.
- **Automated technologies:** Cookies, server logs, tracking pixels.
- **Third-party sources:** Social media integrations, ad platforms, analytics services.

4. WHY WE USE YOUR DATA

We only use your data when we have a legal reason to do so:

Purpose	Legal Basis (GDPR)
Fulfilling your order	Contract (Art. 6(1)(b))
Customer support	Legitimate interest (Art. 6(1)(f))
Marketing (newsletter, offers)	Consent (Art. 6(1)(a))
Analytics and improvements	Legitimate interest (Art. 6(1)(f))
Compliance with laws	Legal obligation (Art. 6(1)(c))
Fraud prevention	Legitimate interest (Art. 6(1)(f))

You can withdraw your consent at any time by contacting us.

5. COOKIES AND TRACKING

We use cookies and similar technologies to:

- Make the Website function properly
- Remember your preferences and settings
- Measure Website performance
- Analyze usage to improve functionality
- Deliver tailored advertising (via Google Ads, Facebook, etc.)

We honor "Do Not Track" signals and provide a Cookie Consent Banner for managing preferences. Detailed cookie information is available in our Cookie Policy.

6. HOW WE SHARE YOUR DATA

We may share your data with trusted third parties, including:

- Payment processors (e.g., Stripe, PayPal)
- Hosting and cloud infrastructure providers
- Email delivery services (e.g., Mailchimp, Brevo)
- Analytics and marketing platforms (e.g., Google, Meta)
- Law enforcement or regulators (where required by law)

We require all partners to maintain the confidentiality, integrity, and security of your data.

7. INTERNATIONAL TRANSFERS

Some of your data may be transferred outside the European Economic Area (EEA), including to countries without an adequate level of data protection (such as the U.S.). In such cases, we ensure:

- Standard Contractual Clauses (SCCs)
 - Binding Corporate Rules (BCRs)
 - Certification under recognized data protection frameworks (e.g., EU-U.S. Data Privacy Framework)
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8. DATA RETENTION

We retain your data only as long as necessary for each purpose:

Data Type	Retention Period
Order data	6 years (legal compliance)
Newsletter subscription	Until you unsubscribe
Analytics data	12–24 months
Contact form queries	2 years
Account data	Until deletion by user

We conduct regular reviews to ensure data is not retained longer than necessary.

9. YOUR RIGHTS UNDER GDPR (EU USERS)

As a user in the EU, you have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Request deletion ("right to be forgotten")
- Restrict or object to processing
- Request a copy (data portability)
- Withdraw consent at any time
- Lodge a complaint with your local data protection authority (e.g., UODO in Poland)

To exercise your rights, email us at contact@brightlover.com

10. YOUR RIGHTS UNDER CCPA/CPRA (CALIFORNIA RESIDENTS)

California residents have the following rights:

- Right to know what data we collect and why
- Right to request access to your personal information
- Right to request deletion of your personal data
- Right to opt-out of sale or sharing of personal data
- Right to correct inaccurate data
- Right to non-discrimination for exercising your rights

We do **not sell** your personal information. For requests, email: contact@brightlover.com

You may also designate an authorized agent to make a request on your behalf.

11. SECURITY MEASURES

We implement appropriate technical and organizational safeguards including:

- SSL/TLS encryption
- Secure access controls and passwords
- Routine server patching and updates
- Intrusion detection and firewall systems
- Role-based data access

While we strive to protect your data, no system is 100% secure. We recommend using strong passwords and not sharing sensitive information via email.

12. LIABILITY DISCLAIMER (AUTHOR & PUBLISHER PROTECTION)

All content provided on www.brightlover.com is for informational purposes only.

The **author**, **editorial team**, and **Keey Publishing** shall not be held liable for any direct or indirect damages resulting from the use, misuse, or interpretation of any information found on this Website.

No guarantees are made regarding the effectiveness, accuracy, or suitability of the information for your individual needs. Readers should consult qualified professionals before taking action based on Website content.

Guest articles, user comments, or testimonials reflect the opinions of their respective authors.

13. ADVERTISING DISCLAIMER

Our Website may display advertising, affiliate links, and sponsored content. While we strive to partner with reputable advertisers, we are not responsible for their claims, products, or services. We encourage users to research independently before engaging with any third-party advertisement or offer.

Affiliate relationships may result in compensation to us if you click or purchase through certain links. This does not impact the price you pay.

14. CHANGES TO THIS POLICY

We may update this Privacy Policy to reflect changes in technology, regulation, or our practices.

All updates will be posted on this page and the "Last updated" date will be changed.

Significant changes will be communicated via email or notice on the Website. Continued use after changes constitutes acceptance.

15. CONTACT US

If you have any questions about this Privacy Policy or want to exercise your rights, contact us at:

Email: contact@brightlover.com

Mailing Address: [Insert full address here]

Data Protection Officer (if applicable): [Insert name/contact, if required]

This Privacy Policy is provided in accordance with GDPR (EU Regulation 2016/679), CCPA, and CPRA.