

Sketching for UX Designers Website & Newsletter Privacy Policy

Summary

This summary points out the most important parts of the Sketching for UX Designers (www.sketchingforux.com) Privacy Policy. In an other life I was a lawyer, so I know that reading long legal texts is not the best experience in the world. :)

1. **I'm committed to treat your data with care, attention and according to your will.** I beleive in transparency, so that's why I summarize the most important things for you in an easily understandable and comprehensible way (btw., UX design is also about writing copy that is easily consumable for the users ;)).

2. I share free content on two of my websites: the sketchingforux.com and on the uxknowledgebase.com. The latter is a Medium Publication (<https://help.medium.com/hc/en-us/categories/201797548-Publications>), where I publish my UX Knowledge Base Sketches.

On the sketchingforux.com website you have the opportunity to subscribe to my newsletter. You can also download a Sketching Poster in pdf format (without giving me any information - e.g. your email address).

The sketchingforux.com website is hosted by Darkware Bt. / Rackforest Kft., the server are located in Budapest, Hungary.

In case of the uxknowledgebase.com, Medium is the data controller, my publication can be followed by Medium users, that way they become my followers, but I'm not the one who determines the purposes and means of the processing of personal data.

3. My name is Krisztina Szeróvay (actually my full name is a bit more complicated, while I don't think you'll ever need that information, here it is: Dr. Krisztina Rita Szeróvay). I'm a freelance UX designer and online teacher, here you can read more about me: krisztina.szerovay.hu, and if **you have any questions or suggestions, please contant me, this is my email address: krisztina@szerovay.hu**. I work from Budapest, Hungary, or from Siófok, Hungary.

4. My newsletter contains two parts:

4.1. A 100-day long UX Sketching Challenge - this is just an optional part of the newsletter, if you decide to participate, you'll get emails from me on a daily basis for 100 days.

4.2. The other (and main) part of my newsletter is sending you a new UX Knowledge Base Sketch each week (according to my timezone - CEST -, most probably on Monday).

I hate spams, so I won't send you anything else (except for some big announcements, e.g. last year I sent one email about releasing my free ebook, the Sketching for UX Designers Workbook; and except for the case of technical issues -

e.g. recently I solved an issue with sending out newsletters, and I notified a particular segment of my subscribers after successfully solving that problem).

You can unsubscribe at any time, no questions asked.

5. **I use MailChimp** for sending out the newsletter. They are also committed to be in compliance with the new data regulations [GDPR]. Their servers are located in the USA.

So according to the GDPR, I'm the controller of your data, and Mailchimp is the processor, who stores the list for me.

MailChimp has a feature about exporting the mailing list, if I'll ever do this for backup purposes, I'll only store the exported file on my personal computer. My computer is protected by a password and encrypted by BitLocker, and I also use appropriate virus detector and Internet security softwares. I'm committed to delete this file as soon as it does not serve any backup purposes, but no later than 30 days from downloading it.

6. Currently **I don't use any third party tracking tools on the website** (since it's still not clear what is the right practice to follow according to the new data regulations [GDPR]).

7. I don't use any type of remarketing, and I don't sell you name, email address or any other personal data (any information relating to you) to third parties.

8. I used a template created by SEQ Legal (<https://seqlegal.com>) to write the long version of the Privacy Policy, I appreciate the work they put into creating this, it helped me tremendously!

9. Special thanks to Tomi Mester (<https://data36.com/>) for the idea of creating a shorter, "human-readable" format of the privacy policy (and btw., his data blog is awesome, I can't recommend it enough! I believe that data literacy is an important skill to develop for a UX/product designer).

So here is the longer, legally binding and applicable version of the Sketching for UX Designers Privacy Policy:

1. Introduction

1.1 We are committed to safeguarding the privacy of the sketchingforux.com website visitors/service users and the subscribers of the Sketching for UX Designers Newsletter (hereinafter collectively referred to as: SFUXD users).

1.2 This policy applies where we are acting as a data controller with respect to the personal data of SFUXD users; in other words, where we determine the purposes and means of the processing of that personal data.

1.3 We don't use cookies on our website.

1.4 In this policy, "we", "us" and "our" refer to Krisztina Szerovay (sketchingforux.com).[For more information about us, see Section 10.]

2. Credit

2.1 This document was created using a template from SEQ Legal (<https://seqlegal.com>).

3. How we use your personal data

3.1 In this Section 3 we have set out:

- (a) the general categories of personal data that we may process;
- (b) the purposes for which we may process personal data; and
- (c) the legal bases of the processing.

3.2 We may process data about your use of our website and services ("**usage data**"). The usage data may include your IP address, browser type and version, operating system, referral source, length of visit, page views and website navigation paths, as well as information about the timing, frequency and pattern of your service use. The source of the usage data is only the server log files, we don't use any third party tracking tools. This usage data may be processed for the purposes of analysing the use of the website and services. The legal basis for this processing is our legitimate interests, namely monitoring and improving our website and services.

3.3 We may process information that you provide to us for the purpose of subscribing to our email notifications and/or newsletters ("**notification data**"). The notification data may be processed for the purposes of sending you the relevant notifications and/or newsletters. The legal basis for this processing is your consent.

3.4 We may process information contained in or relating to any communication that you send to us ("**correspondence data**"). The correspondence data may include the communication content and metadata associated with the communication. The correspondence data may be processed for the purposes of communicating with you and record-keeping. The legal basis for this processing is our legitimate interests, namely the proper administration of our website and business and communications with users.

3.5 We may process any of your personal data identified in this policy where necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure. The legal basis for this processing is our legitimate interests, namely the protection and assertion of our legal rights, your legal rights and the legal rights of others.

3.6 We may process any of your personal data identified in this policy where necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, or obtaining professional advice. The legal basis for this processing is our legitimate interests, namely the proper protection of our business against risks.

3.7 In addition to the specific purposes for which we may process your personal data set out in this Section 3, we may also process any of your personal data where such processing is necessary for compliance with a legal obligation to

which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

- 3.8 Please do not supply any other person's personal data to us, unless we prompt you to do so.

4. Providing your personal data to others

- 4.1 We may disclose your personal data to our insurers and/or professional advisers insofar as reasonably necessary for the purposes of obtaining or maintaining insurance coverage, managing risks, obtaining professional advice, or the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.
- 4.2 In addition to the specific disclosures of personal data set out in this Section 4, we may disclose your personal data where such disclosure is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person. We may also disclose your personal data where such disclosure is necessary for the establishment, exercise or defence of legal claims, whether in court proceedings or in an administrative or out-of-court procedure.

5. International transfers of your personal data

- 5.1 In this Section 5, we provide information about the circumstances in which your personal data may be transferred to countries outside the European Economic Area (EEA).
- 5.2 We have offices and facilities in Hungary.
- 5.3 The hosting facilities for our website are situated in Budapest, Hungary (Darkware Bt. and Rackforest Kft.).
- 5.4 MailChimp, the newsletter service we use is situated in the USA, their servers are located in the USA. By subscribing to the Sketching for UX Designers newsletter (mailing list), you acknowledge that the information you provide will be transferred to Mailchimp, who is the data processor. Here you can read MailChimp's Privacy Policy and Terms. The European Commission has made an "adequacy decision" with respect to the data protection laws of each of this country. Transfers to each of this country will be protected by appropriate safeguards, namely the use of standard data protection clauses adopted or approved by the European Commission.

6. Retaining and deleting personal data

- 6.1 This Section 6 sets out our data retention policies and procedure, which are designed to help ensure that we comply with our legal obligations in relation to the retention and deletion of personal data.
- 6.2 Personal data that we process for any purpose or purposes shall not be kept for longer than is necessary for that purpose or those purposes.
- 6.3 We will retain your personal data as follows:

(a) Your e-mail address will be retained until you unsubscribe.

(b) Your name/nickname will be retained until you unsubscribe

6.4 In some cases it is not possible for us to specify in advance the periods for which your personal data will be retained. In such cases, we will determine the period of retention based on the following criteria:

(a) the period of retention of the personal data you provided during your newsletter subscription process is the shortest possible time period determined by MailChimp (our data processor)

(b) in accordance with the Article 5(1)(e) of the GDPR: "Personal data shall be: ... kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes in accordance with Article 89(1) subject to implementation of the appropriate technical and organisational measures required by this Regulation in order to safeguard the rights and freedoms of the data subject ... "

6.5 Notwithstanding the other provisions of this Section 6, we may retain your personal data where such retention is necessary for compliance with a legal obligation to which we are subject, or in order to protect your vital interests or the vital interests of another natural person.

7. Amendments

7.1 We may update this policy from time to time by publishing a new version on our website.

7.2 You should check this page occasionally to ensure you are happy with any changes to this policy.

7.3 We will notify you of significant changes to this policy by email.

8. Your rights

8.1 In this Section 8, we have summarised the rights that you have under data protection law. Some of the rights are complex, and not all of the details have been included in our summaries. Accordingly, you should read the relevant laws and guidance from the regulatory authorities for a full explanation of these rights.

8.2 Your principal rights under data protection law are:

(a) the right to access;

(b) the right to rectification;

(c) the right to erasure;

- (d) the right to restrict processing;
- (e) the right to object to processing;
- (f) the right to data portability;
- (g) the right to complain to a supervisory authority; and
- (h) the right to withdraw consent.

- 8.3 You have the right to confirmation as to whether or not we process your personal data and, where we do, access to the personal data, together with certain additional information. That additional information includes details of the purposes of the processing, the categories of personal data concerned and the recipients of the personal data. Providing the rights and freedoms of others are not affected, we will supply to you a copy of your personal data. The first copy will be provided free of charge, but additional copies may be subject to a reasonable fee. You can access your personal data if you click on the "update your preferences" link inserted at the bottom of each newsletter email you receive from us.
- 8.4 You have the right to have any inaccurate personal data about you rectified and, taking into account the purposes of the processing, to have any incomplete personal data about you completed.
- 8.5 In some circumstances you have the right to the erasure of your personal data without undue delay. Those circumstances include: the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed; you withdraw consent to consent-based processing; you object to the processing under certain rules of applicable data protection law; the processing is for direct marketing purposes; and the personal data have been unlawfully processed. However, there are exclusions of the right to erasure. The general exclusions include where processing is necessary: for exercising the right of freedom of expression and information; for compliance with a legal obligation; or for the establishment, exercise or defence of legal claims.
- 8.6 In some circumstances you have the right to restrict the processing of your personal data. Those circumstances are: you contest the accuracy of the personal data; processing is unlawful but you oppose erasure; we no longer need the personal data for the purposes of our processing, but you require personal data for the establishment, exercise or defence of legal claims; and you have objected to processing, pending the verification of that objection. Where processing has been restricted on this basis, we may continue to store your personal data. However, we will only otherwise process it: with your consent; for the establishment, exercise or defence of legal claims; for the protection of the rights of another natural or legal person; or for reasons of important public interest.
- 8.7 You have the right to object to our processing of your personal data on grounds relating to your particular situation, but only to the extent that the legal basis for the processing is that the processing is necessary for: the

performance of a task carried out in the public interest or in the exercise of any official authority vested in us; or the purposes of the legitimate interests pursued by us or by a third party. If you make such an objection, we will cease to process the personal information unless we can demonstrate compelling legitimate grounds for the processing which override your interests, rights and freedoms, or the processing is for the establishment, exercise or defence of legal claims.

8.8 You have the right to object to our processing of your personal data for direct marketing purposes (including profiling for direct marketing purposes). If you make such an objection, we will cease to process your personal data for this purpose.

8.9 You have the right to object to our processing of your personal data for scientific or historical research purposes or statistical purposes on grounds relating to your particular situation, unless the processing is necessary for the performance of a task carried out for reasons of public interest.

8.10 To the extent that the legal basis for our processing of your personal data is:

(a) consent; or

(b) that the processing is necessary for the performance of a contract to which you are party or in order to take steps at your request prior to entering into a contract,

and such processing is carried out by automated means, you have the right to receive your personal data from us in a structured, commonly used and machine-readable format. However, this right does not apply where it would adversely affect the rights and freedoms of others.

8.11 If you consider that our processing of your personal information infringes data protection laws, you have a legal right to lodge a complaint with a supervisory authority responsible for data protection. You may do so in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

8.12 To the extent that the legal basis for our processing of your personal information is consent, you have the right to withdraw that consent at any time. Withdrawal will not affect the lawfulness of processing before the withdrawal.

8.13 You may exercise any of your rights in relation to your personal data by written notice to us, just contact me using this email address: krisztina@szerovay.hu.

9. About cookies

9.1 Currently we don't use cookies on our website (sketchingforux.com).

10. Our details

- 10.1 This website (sketchingforux.com) is owned and operated by dr. Krisztina Rita Szeróvay.
- 10.2 I'm a Hungarian citizen living and working from Budapest, Hungary, and from Siófok, Hungary.
- 10.3 Our principal place of business is at Budapest, Hungary.
- 10.4 You can contact us:
 - (a) by email, using the krisztina@szerovay.hu email address.