

# Privacy Policy

This Privacy Policy explains how personal data is handled on the website of Andrew Watson, abstract artist.

## 1. Data Collection

This website uses **Matomo Analytics**, a self-hosted and privacy-conscious web analytics tool, to collect anonymized data about how visitors interact with the website. This includes information such as:

- Pages visited
- Time spent on pages
- Browser type and device
- Approximate location (based on anonymized IP address)

No personal data is collected unless you voluntarily provide it via direct email (e.g., name, email address, inquiry details).

## 2. Use of Personal Information

Any information you send directly by email is used only to respond to inquiries, manage sales or commissions, or handle related communication.

Analytics data collected through Matomo is used solely to improve website functionality, content, and performance.

## 3. Cookies

Matomo may use cookies to distinguish between new and returning visitors. These cookies do not contain personal information and are not used for advertising purposes.

You may opt out of tracking via the cookie consent banner provided on the website, or by enabling “Do Not Track” in your browser settings.

## 4. Data Sharing

No personal data is shared with third parties. Analytics data is stored on a secure server controlled by the website owner and is not transmitted to third-party companies (e.g., Google).

## 5. Data Storage

Any personal data shared via email is stored securely and retained only as long as necessary to fulfill your request or manage communication.

Analytics data is retained only for statistical purposes and stored in accordance with applicable privacy regulations.

## 6. Your Rights

Under the GDPR (General Data Protection Regulation), you have the right to:

- Request access to your personal data
- Request correction or deletion

- Object to processing
- Lodge a complaint with a data protection authority

To exercise any of these rights, please contact Andrew Watson via email.

#### **7. External Links**

This site may contain links to external websites. Andrew Watson is not responsible for the content or privacy practices of those third parties.

#### **8. Changes to This Policy**

This policy may be updated from time to time. Please revisit this page to stay informed.