Privacy Policy

Fusery is my independent design studio, based in the Netherlands. When you get in touch or work with me, I handle some of your personal data. This policy explains which data, why, how long I keep it and what rights you have under the General Data Protection Regulation (GDPR).

01 Who is responsible for your data

The controller of your personal data is:

Anna Simakova, trading as Fusery
Van't Hofflaan 16E, 1097 EP Amsterdam, the Netherlands
Chamber of Commerce (KvK) number: 42151530
Email: hello@fusery.studio

Fusery is a one-person studio, so every question about this policy comes straight to me.

02 What data I process and why

WHEN	WHAT DATA	WHY AND ON WHAT LEGAL BASIS
You send the enquiry form	Full name, email address, business name, website and socials (if you add them), the services you are interested in, and what you tell me about your project	To reply and set up an introductory call. Basis: steps you ask for before entering into a contract (Art. 6(1)(b) GDPR)
You email me or we talk	Your name, email address and the content of our messages	To answer you. Basis: my legitimate interest in replying to people who contact me (Art. 6(1)(f))
We work together	Contact details, briefing answers, materials you share and project correspondence	To carry out the project. Basis: our agreement (Art. 6(1)(b))
I send a quote or an invoice	Name, business name, address, VAT and KvK numbers, payment details	For my accounts. Basis: legal obligation under Dutch tax law (Art. 6(1)(c))
You visit the website	Technical data your browser sends to the hosting server: IP address, browser, operating system, pages visited and time of the visit	To deliver the website and keep it secure. Basis: legitimate interest (Art. 6(1)(f))

I only ask for what I need. Please don't send sensitive information (such as health data or identity documents) through the form or by email.

03 Cookies and analytics

This website does not use cookies, analytics or tracking pixels, and the fonts are hosted on the website itself, so your visit is not shared with font or advertising services. If this ever changes, I will update this policy first and ask for your consent where the law requires it.

04 Who else receives your data

I never sell your data. I only share it with services that help me run the studio, and only as far as they need it:

- Email: Namecheap, Inc. (United States), whose Private Email service stores my email correspondence
- Website hosting and domain name system (DNS): Hetzner Online GmbH (Germany), whose servers in the European Union host the website and process the technical data of your visit
- Enquiry form delivery: [уточнить: form service, once the platform is chosen]
- Bookkeeping: an accountant or bookkeeping software for invoices, where needed

These providers process data on my behalf under a data processing agreement and must keep it secure and confidential. Some of them may store data outside the European Economic Area; in that case the transfer is protected by an adequacy decision (such as the EU–US Data Privacy Framework) or the European Commission's standard contractual clauses. I may also share data when the law requires it, for example with the Dutch Tax Administration.

05 How long I keep your data

DATA	HOW LONG
Enquiries that don't turn into a project	Up to 12 months after our last contact, then deleted
Project correspondence and files	Up to 5 years after the project ends, for my archive and possible follow-up work
Quotes, invoices and other accounting records	7 years, as required by Dutch tax law
Technical data of website visits	As long as the hosting provider keeps its server logs, usually a few weeks

06 Showing your project

I only publish work, names or logos from a project in my portfolio, on social media or in case studies after we have agreed on it. You can withdraw that permission later, and I will remove the material from places I control.

07 Your rights

You can ask me to:

- show you the personal data I hold about you (access)
- correct it if it is wrong or incomplete (rectification)
- delete it (erasure), unless I am legally required to keep it
- limit how I use it (restriction) or stop using it (objection)
- send it to you or another organisation in a common file format (portability)
- withdraw your consent, where I process data based on consent

Email your request to hello@fusery.studio. I will reply within one month. If I need to check that the request really comes from you, I will ask a simple question or reply to the email address I already know. Please don't send a copy of your passport or ID.

If you think I am not handling your data properly, please let me know first so I can put it right. You also have the right to file a complaint with the Dutch Data Protection Authority (Autoriteit Persoonsgegevens): autoriteitpersoonsgegevens.nl.

08 Automated decisions

I don't make decisions about you by automated processing or profiling. Every enquiry is read and answered by me.

09 How I protect your data

I take appropriate technical and organisational measures to protect your data against loss, misuse and unauthorised access, and I only share access with people who need it for the project. If you think your data is not secure or has been misused, please email me straight away.

10 Changes to this policy

I may update this policy when the website or the way I work changes. The latest version is always available on the website, with the date of the last update at the top. If you have any questions, email me at hello@fusery.studio.