

# Privacy Policy

*Last updated: 03.11.2025*

This privacy policy explains how **bmscaling** ("we", "us", "our") collects and uses your personal data when you use our website or purchase our services.

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## 1. Important Information and Who We Are

### Controller:

bmscaling is operated by **Bhuvan Mathavu**, based in Germany.  
As the controller, we are responsible for your personal data.

If you have any questions about this privacy policy or your data protection rights, please contact us using the details below.

**Email:** bxmathavu@gmail.com

This website is not intended for children and we do not knowingly collect data relating to children.

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## 2. Types of Personal Data We Collect

We may collect, use, store and transfer different types of personal data:

- **Identity Data** – name, title, date of birth, gender
- **Contact Data** – email address, telephone number, billing/delivery address
- **Financial Data** – payment and transaction details (processed securely via third parties)
- **Technical Data** – IP address, browser type, operating system, device type
- **Usage Data** – information on how you use our website and services
- **Marketing and Communications Data** – preferences for receiving marketing messages

We also collect and use **aggregated data** (like overall website statistics) which does not identify you personally.

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### 3. How We Collect Your Personal Data

We collect personal data in the following ways:

- **Direct interactions:** When you fill out forms, purchase services, subscribe, or contact us.
- **Automated technologies:** Through cookies and analytics tools when you use our website.
- **Third parties:** From analytics and marketing providers such as Google, Meta, and Hyros.

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### 4. How We Use Your Personal Data

We only process your personal data when the law allows us to. The main legal bases we rely on are:

- **Performance of a contract** – to provide services you request
- **Consent** – where you have opted into marketing communications
- **Legitimate interests** – to operate and improve our business
- **Legal obligations** – to comply with tax and accounting rules

We use your personal data to:

- Register you as a client
- Process payments and deliver services
- Manage client relationships and communications
- Send marketing messages (only if you have consented)
- Improve our website and services through analytics

You can opt out of marketing at any time by clicking “unsubscribe” in any marketing email or contacting us directly.

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## 5. Disclosures of Your Personal Data

We share data only when necessary and with trusted partners, including:

- **Stripe** – secure payment processing (we do not store full card details)
- **ActiveCampaign** – for email marketing
- **Calendly** – for appointment scheduling
- **ClickFunnels / Hyros / Meta / Google** – for analytics and advertising
- **Zapier** – for workflow automation
- **DocuSign** – for signing agreements
- **Skool.com** – for hosting our client services

All third parties are required to protect your data and act only on our instructions.

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## 6. International Data Transfers

Some of our service providers (e.g., Google, Meta, Stripe) are based outside the European Economic Area (EEA).

Whenever we transfer your data outside the EEA, we ensure appropriate safeguards are in place, such as:

- The recipient country being covered by an **adequacy decision** under the EU GDPR; or
- Use of **Standard Contractual Clauses (SCCs)** or participation in the **EU–U.S. Data Privacy Framework**.

You can request a copy of these safeguards by contacting us.

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## 7. Data Security

We use appropriate technical and organisational security measures to protect your data against loss, misuse, and unauthorised access.

Access to personal data is limited to people who have a business need to know and are bound by confidentiality obligations.

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## 8. Data Retention

We retain your personal data only for as long as necessary for the purposes for which it was collected, including legal, accounting, or tax requirements.

By law, we may retain basic client data (identity, contact, financial information) for **up to 6 years** after the end of the business relationship.

You can request deletion of your data at any time (see section 9).

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## 9. Your Legal Rights

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

- Access your personal data
- Correct inaccurate data
- Request erasure (“right to be forgotten”)
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time

To exercise any of these rights, contact us at **bxmathavu@gmail.com**.  
We may request proof of identity before responding.

We aim to respond to all requests within **one month**.

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## 10. Complaints

You have the right to lodge a complaint with your local data protection authority.  
We would, however, appreciate the chance to resolve your concerns first — please contact us directly.

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## 11. Changes to This Policy

We may update this privacy policy from time to time.  
Any updates will be published on this page with a new “last updated” date.

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## **12. Third-Party Links**

Our website may contain links to other sites. We are not responsible for their privacy practices and encourage you to read their privacy policies.