

## Privacy Policy

### Magnetic Studio by Sandra

**Effective date:** 1 January 2026

**Business name:** Magnetic Studio by Sandra

**Business owner:** Sandra Westein

**Registered address:** Rua José Manuel Mourinho Felix, Lote 9. 8400-219 Ferragudo

**Tax number / NIF:** 311 294 839

**Email:** sandra@magnetic-studio.com

**Website:** www.magnetic-studio.com

*Magnetic Studio by Sandra respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our website, contact us, book a service, purchase a product, subscribe to our communications or work with us.*

*This Privacy Policy applies to all personal data processed by Magnetic Studio by Sandra in connection with our website, services, marketing, communication, client relationships and business activities.*

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### 1. Who We Are

Magnetic Studio by Sandra is a creative and strategic business based in Portugal, offering services such as social media management, content creation, website revamps, brand messaging, marketing support, personal power coaching, consulting and related digital services.

For the purposes of applicable data protection laws, including the General Data Protection Regulation, Magnetic Studio by Sandra acts as the **data controller** for the personal data we collect and process.

This means we determine why and how your personal data is processed.

At Magnetic Studio by Sandra, we handle your personal data with care, clarity and respect. This Privacy Policy explains what information we collect, why we collect it and how we protect it when you visit our website, contact us or work with us.

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### 2. Personal Data We Collect

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

## **2.1 Contact information**

This may include:

- your name;
- email address;
- phone number;
- business name;
- website;
- social media handles;
- postal or billing address.

## **2.2 Client and project information**

When you work with us, we may collect information such as:

- details about your business;
- brand information;
- marketing goals;
- website content;
- social media content;
- images, videos or brand assets you provide;
- login or access details, where necessary;
- feedback, messages and project communication;
- coaching notes or session-related information.

## **2.3 Payment and invoicing information**

For invoicing and accounting purposes, we may collect:

- billing name;
- billing address;
- VAT number, if applicable;
- tax identification number, where required;
- payment details;
- invoice history;

- transaction information.

Please note that we do not usually store full payment card details. Payments may be processed by third-party payment providers.

#### **2.4 Website and technical data**

When you visit our website, we may collect limited technical information such as:

- IP address;
- browser type;
- device information;
- pages visited;
- date and time of visit;
- referral source;
- cookie preferences;
- website usage information.

#### **2.5 Marketing and communication data**

This may include:

- newsletter subscription preferences;
- responses to emails or forms;
- event, offer or waitlist sign-ups;
- social media interactions;
- communication preferences;
- testimonials or feedback you choose to provide.

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### **3. How We Collect Your Personal Data**

We may collect personal data when you:

- visit our website;
- fill in a contact form;
- send us an email or message;
- book a discovery call, coaching session or service;

- purchase a service or digital product;
- subscribe to a newsletter or free resource;
- communicate with us via WhatsApp, social media, video call or email;
- provide content, materials or access for a project;
- leave a review or testimonial;
- interact with our social media accounts.

We may also receive limited personal data from third-party platforms you use to communicate with us, such as social media platforms, scheduling tools, email marketing platforms, payment providers or website analytics tools.

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#### **4. Why We Use Your Personal Data**

We process your personal data for the following purposes:

- to respond to enquiries;
  - to provide quotes, proposals and offers;
  - to deliver our services;
  - to manage client relationships;
  - to schedule calls and sessions;
  - to create content, strategies, websites or marketing materials;
  - to process payments and issue invoices;
  - to comply with Portuguese accounting, tax and legal obligations;
  - to send service-related communication;
  - to send newsletters or marketing emails where you have opted in;
  - to improve our website, services and client experience;
  - to maintain business records;
  - to protect our legal rights;
  - to prevent misuse, fraud or unauthorised access;
  - to comply with applicable legal obligations.
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## 5. Legal Bases for Processing

We only process your personal data when we have a lawful basis to do so.

Depending on the situation, we may rely on the following legal bases:

### 5.1 Contract

We process personal data when it is necessary to provide a service you have requested, prepare a proposal, deliver a project, manage a booking or fulfil an agreement with you.

### 5.2 Legal obligation

We process certain data to comply with legal, tax, accounting and administrative obligations under Portuguese and EU law.

### 5.3 Consent

We may rely on your consent for certain activities, such as sending newsletters, using non-essential cookies or publishing testimonials with your permission.

You can withdraw your consent at any time.

### 5.4 Legitimate interest

We may process personal data where it is necessary for our legitimate business interests, provided your rights and freedoms do not override those interests.

This may include improving services, managing client communication, keeping business records, protecting our website and promoting our services in a reasonable and privacy-conscious way.

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## 6. Newsletters and Marketing Emails

If you subscribe to our newsletter, download a free resource, join a waitlist or otherwise opt in to receive marketing communication, we may use your email address to send you updates, inspiration, offers, content, resources and news about Magnetic Studio by Sandra.

You can unsubscribe at any time by clicking the unsubscribe link in any marketing email or by contacting us directly.

We **do not** sell your personal data to third parties.

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## 7. Cookies and Website Analytics

Our website may use cookies or similar technologies to improve your browsing experience, analyse website traffic, remember your preferences and support marketing activities.

Cookies may include:

- essential cookies required for the website to function;
- analytics cookies to understand website usage;
- preference cookies to remember your settings;
- marketing cookies, where applicable.

Where required by law, we will ask for your consent before placing non-essential cookies on your device.

You can usually manage or disable cookies through your browser settings. Please note that some parts of the website may not function properly without certain cookies.

For more detailed information, we may provide a separate Cookie Policy.

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## 8. Social Media and Third-Party Platforms

Magnetic Studio by Sandra may use third-party platforms such as Instagram, Facebook, LinkedIn, Pinterest, WhatsApp, Google, Meta, Canva, scheduling tools, email marketing platforms, payment providers, website platforms, AI platforms or analytics tools.

When you interact with us through these platforms, those platforms may also process your personal data according to their own privacy policies.

We are not responsible for the privacy practices of third-party platforms, but we aim to work with reputable providers and only use tools that are relevant to our business.

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## 9. Sharing Your Personal Data

We may share your personal data only where necessary and appropriate.

This may include sharing data with:

- accountants, bookkeepers or tax advisors;
- payment processors;
- website hosting providers;

- email marketing platforms;
- scheduling tools;
- project management tools;
- cloud storage providers;
- legal or professional advisors;
- technical support providers;
- government authorities, where legally required.

We only share the data needed for the relevant purpose.

**We do not sell, rent or trade your personal data.**

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## **10. International Data Transfers**

Some third-party tools or service providers may process or store data outside Portugal, the European Union or the European Economic Area.

Where this happens, we aim to ensure that appropriate safeguards are in place, such as adequacy decisions, Standard Contractual Clauses or other legally recognised transfer mechanisms.

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## **11. How Long We Keep Your Data**

We keep personal data only for as long as necessary for the purposes for which it was collected, including legal, tax, accounting, contractual and business record obligations.

As a general guide:

- enquiry emails may be kept for up to **12 months**;
- client project records may be kept for up to **5 years** after the end of the working relationship;
- invoices and accounting records may be kept for the period required under Portuguese tax and accounting law;
- newsletter data is kept until you unsubscribe or request deletion;
- testimonials may be kept until you withdraw permission or request removal;
- coaching notes, where applicable, are kept only for as long as reasonably necessary to provide the service and maintain professional records.

We may keep certain information for longer if required by law, to resolve disputes, enforce agreements or protect our legal rights.

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## 12. How We Protect Your Data

We take reasonable technical and organisational measures to protect your personal data from unauthorised access, loss, misuse, disclosure, alteration or destruction.

These measures may include:

- password protection;
- secure cloud storage;
- limited access to personal data;
- use of trusted service providers;
- careful handling of login details;
- regular review of stored information;
- secure communication where appropriate.

However, no method of online transmission or digital storage is completely secure. We cannot guarantee absolute security, but we take privacy and data protection seriously.

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## 13. Your Rights

Under applicable data protection laws, you may have the right to:

- request access to your personal data;
- request correction of inaccurate or incomplete data;
- request deletion of your personal data;
- object to certain types of processing;
- request restriction of processing;
- request data portability;
- withdraw consent where processing is based on consent;
- lodge a complaint with a supervisory authority.

The European Commission explains that data protection rules include rights for individuals and obligations for organisations that process personal data.

To exercise your rights, please contact us at:

**mail@magnetic-studio.com**

We may need to verify your identity before responding to your request.

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#### **14. Complaints**

If you have concerns about how we process your personal data, please contact us first so we can try to resolve the issue.

You also have the right to lodge a complaint with the Portuguese data protection authority:

#### **CNPD — Comissão Nacional de Proteção de Dados**

Website: [cnpd.pt](http://cnpd.pt)

Address: Av. D. Carlos I, 134, 1.º, 1200-651 Lisboa, Portugal

Phone: +351 213 928 400

Email: [geral@cnpd.pt](mailto:geral@cnpd.pt)

The CNPD is the Portuguese supervisory authority for data protection matters.

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#### **15. Children's Privacy**

Our services are intended for adults, entrepreneurs, professionals and business owners.

We do not knowingly collect personal data from children under the age of 16. If we become aware that we have collected personal data from a child without appropriate consent, we will take steps to delete that information.

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#### **16. Client Content and Third-Party Personal Data**

When you provide us with content, testimonials, images, client stories, customer information, email lists or other materials that contain personal data of third parties, you confirm that you have the right and lawful basis to share this information with us.

You remain responsible for ensuring that any personal data you provide to us has been collected and shared lawfully.

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## 17. Testimonials and Portfolio Use

With your permission, we may use testimonials, feedback, screenshots, project results or examples of completed work on our website, social media, portfolio, presentations or marketing materials.

We will not publish sensitive personal information, private coaching details or confidential business information without your consent.

You may request removal of a testimonial or portfolio reference by contacting us.

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## 18. Links to Other Websites

Our website may contain links to third-party websites, platforms or resources.

We are not responsible for the privacy policies, content or practices of external websites. We encourage you to read the privacy policies of any third-party websites you visit.

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## 19. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, services, legal obligations or data protection practices.

The updated version will be published on our website with a new effective date.

We recommend checking this page occasionally to stay informed about how we protect your personal data.

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## 20. Contact

For questions about this Privacy Policy or how your personal data is handled, please contact:

### **Magnetic Studio by Sandra**

Email: [sandra@magnetic-studio.com](mailto:sandra@magnetic-studio.com)

Website: [www.magnetic-studio.com](http://www.magnetic-studio.com)

Address: Rua José Manuel Mourinho Felix, Lote 9. 8400-219 Ferragudo