

Privacy Policy

Ekaterina Malakhova — Digital Go Mad Last updated: 21.06.2026

1. Who is responsible for your data

Ekaterina Malakhova, trading as Digital Go Mad ("I", "me"), is the data controller for personal data collected through this site. Contact: art.malakhova@gmail.com.

2. What data I collect

- **Contact data** you submit through the contact form or by email (name, email, message).
- **Booking data** when you schedule a session (name, email, scheduling details).
- **Order data** when you buy a service or digital product (name, email, billing details, purchase history).
- **Payment data** is handled directly by the payment provider; I receive confirmation and limited transaction details, not your full card number.
- **Technical/usage data** (e.g. cookies, device and analytics data) collected automatically when you browse.

3. Why I use it and the legal basis

- To respond to enquiries and provide quotes — *legitimate interest / steps before a contract*.
- To deliver bookings, services, and downloads, and to invoice — *performance of a contract*.
- To meet tax and accounting obligations — *legal obligation*.
- To operate, secure, and improve the site — *legitimate interest*.
- To send updates only if you opt in — *consent*.

4. Who processes data on my behalf

- **Wix** — website hosting, forms, bookings, stores, and pricing plans.
- **Wix Payments / UniPAY** — payment processing.
- **Email provider** — correspondence.
- **Scheduling tool / Loom** — if used for sessions, summaries, or walkthroughs.
- **Analytics** — site statistics.

Each acts under its own privacy terms. International transfers are protected by appropriate safeguards where required.

5. Cookies

The site uses cookies for essential functionality and, where enabled, analytics. You can manage cookies via your browser or the site's cookie settings.

6. How long I keep it

Enquiry and booking data is kept as long as needed for the request and a reasonable follow-up period. Order and invoice records are kept for the period required by tax law. After that, data is deleted or anonymised.

7. Your rights

Subject to applicable law, you may request access to, correction, or deletion of your data; object to or restrict processing; withdraw consent; and request portability. To exercise any right, email art.malakhova@gmail.com. You may also complain to your local data protection authority.

8. Security

I use reasonable measures to protect your data, and rely on Wix and the payment provider for platform-level security. No method of transmission is completely secure.

9. Changes

I may update this policy; the current version is always published here.

10. Contact

Privacy questions: art.malakhova@gmail.com.