

Privacy Policy

Serenity respects and values the privacy of everyone who visits our website www.serenity.marketing and is committed to protecting your right to privacy.

We understand that you care about how your personal data is used and shared online and this Policy, together with our Cookie Policy and Terms and Conditions, sets out the basis on which any personal data will be processed by us. Serenity will always adhere to Law on Personal Data Protection (No. 5669 of 28 December 2011). includes EU Regulation 2016/679 General Data Protection Regulation (GDPR).

Please read this Privacy Policy carefully to ensure you fully understand it. Continued use of our website constitutes your acceptance of our Policies.

Introduction

This Privacy Policy not only relates to any personal information you provide to our website, it also relates to any personal information you provide to us directly via phone or text, by email, in letters, our social media or any other correspondence.

Serenity's website may at times contain hyperlinks to and from websites owned and operated by third-parties. These websites have their own Privacy and Cookie Policies, which you should review before providing any personal data to them. We do not accept any responsibility or liability for the privacy practices of such third-party websites, and your use of such websites is entirely at your own risk.

Information about us

Serenity is a full service, digital, content marketing agency. We are a private limited company registered in Georgia whose registered office is at Tbilisi, Didube district, Digomi, II quarter, building. 8, basement.

What information do we collect?

Depending on your use of the Serenity's website we may collect your name, contact details, IP address, information from cookies about your computer or device, about how you use our website (such as the pages you've viewed, the time you viewed, or your geographical location- all from your IP address). Our Privacy Policy also relates to any personal information you may provide to us via telephone or text, by email, through our social media or other correspondence.

How do we use your data?

All personal data is processed and stored securely, for no longer than is necessary for the purpose it was collected. We fully comply with GDPR at all times and the use by the Serenity always has a legitimate basis, for example:

- Provision of our products or services;
- Performance and Management of any contract, project or account made with us;
- Service administration;
- Communication with you responding to any contact, submission or enquiry;
- Analysis of and improvement of services offered on our website and ensuring that content is presented in most effective way for you to improve your user experience
- Market research, but only with your permission /and or permitted by law.

How do we store your data?

Data security is very important to Serenity and as such we have robust systems in place, only utilising data in compliance with GDPR and our own strict data protection and security policies. All personal data is stored securely using passwords and encryption.

Do we share your data?

Serenity keeps your information confidential, except where disclosure is required or permitted by law (for example to government bodies and law enforcement agencies)

We may share your personal information with other members of our group, our subsidiaries, our ultimate holding company and its subsidiaries.

Occasionally we may share your information with third-parties, for example:

- Analytics providers and other search engines that help us with the improvement of our website;
- Partners, suppliers, subcontractors for the performance of contracts, to process information on our behalf (in which cases these third-parties must comply with our strict policies and are required not to utilise the data for any other purpose than which we engage them);
- We may from time to time expand or reduce the Company, by buying or selling business or assets. In these circumstances we may need to disclose personal data. This would be under the terms of this Privacy Policy and be permitted only for the same purposes for which the data was originally collected.
- If you post or send inappropriate or offensive content to our website, social media or email as regards our services, Serenity may use your personal information in order to stop such behavior.

How can you access your data?

Under Data Protection Act 1988 and GDPR you have the right to ask for a copy of any of your personal data held by us (where such data is held). No fee is payable, providing requests are not 'manifestly unfounded or excessive' (e.g. repetitive) and we will respond to your subject access requests within one month of receiving it. Contact us at inbox@serenity.marketing, clearly marking your correspondence as 'Subject Access Request'.

Use of Cookies

Our website uses first-party cookies (placed directly by us) and some third-party cookies (such as Google Analytics). For more details please refer to our Cookie Policy.

Change to Privacy Policy

Serenity may change our Privacy Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection. Any changes will be notified to you the first time you leave your data on our website after the changes have been made.