Privacy Policy

Data controller: Armand Thanasi

VAT number: 01282060258

Contact: armand@armandthanasi.com

Last updated: 18 November 2026

1. Scope

This policy covers the Italian and English versions of armandthanasi.com. It explains how personal data is handled when you browse the site, use the contact form, or request and download the ebook.

External services linked from the site publish their own privacy policies on their websites.

2. Data controller

The data controller is Armand Thanasi, VAT number 01282060258.

For questions about your data or to exercise your rights, email armand@armandthanasi.com.

3. Data we process

Information you provide

When you fill in a form or contact the controller, the following information may be processed:

- your name;
- your email address;
- the date and time of your request;
- your message and any other details you choose to share;
- any additional information the form requests and clearly marks as required or optional.

To request the ebook, you enter your name and email and confirm that you have read the privacy policy. The site sends your name and email to Google Forms to record your request with its date and time. To limit repeated submissions, the server uses an identifier derived from your IP address for 15 minutes. The contact form records your enquiry on the site and emails it to the controller.

Technical browsing information

Computer systems and hosting services may automatically process technical information needed to operate and protect the site. This includes your IP address, request date and time, page visited, browser type, device, operating system, request outcome and technical logs.

The controller does not intentionally request special categories of personal data through the site or the ebook landing page.

4. Purposes and legal bases

We process personal data to:

- provide the website, landing page and related digital content;
- give you access to the ebook you requested and allow you to download it;
- respond to enquiries and requests for contact or support;
- handle applications or requests submitted through linked forms;
- keep the site secure, prevent abuse and resolve technical issues;
- meet legal obligations and protect the controller's rights.

The applicable legal bases are taking steps at your request, complying with legal obligations and the controller's legitimate interest in keeping the services secure, available and protected.

Promotional messages will be sent only where there is an appropriate legal basis and, where required, specific consent. Confirming that you have read the privacy policy does not constitute consent to marketing.

5. Required and optional information

Information marked as required is necessary to provide the requested content or service. If you leave it out, it may be impossible to complete your request. You can omit optional information without affecting the main features.

6. How we process and protect your data

We use digital tools and organisational measures suited to the nature of the data. Access is limited to those who need it for technical, organisational or support work.

We do not make decisions based solely on automated processing that have legal or similarly significant effects on you.

7. Recipients and service providers

Service providers may process data to the extent needed to support the services. These include:

- Hostinger, which hosts and delivers the Italian and English pages, including the ebook and legal documents;
- technical services that manage and protect the WordPress site and its Elementor forms;
- YouTube and Wistia, which provide embedded video players;
- Google, which provides linked application forms, records ebook requests via Google Forms and delivers typefaces via Google Fonts;
- email and communications providers;
- advisers or authorised persons, where necessary to meet legal obligations or protect rights.

When your browser loads an embedded video, it sends your IP address and the technical information needed for the connection to the player provider. Links to Spotify, Amazon, Udemy, WhatsApp and other external services open pages operated by those providers. Their privacy policies apply to data processed on their platforms.

8. International transfers

Some providers may process data outside the European Economic Area. Where this happens, transfers rely on an adequacy decision, standard contractual clauses or another safeguard provided for by applicable law.

9. How long we keep your data

We keep data for as long as needed for the purpose for which it was collected:

- ebook download requests: up to 12 months from registration;
- contact or support requests: for as long as needed to handle the enquiry and normally no longer than 12 months after it is closed;
- technical data and logs: for the periods set by providers or needed for security, normally limited to what is strictly necessary;
- data required to meet legal obligations or protect rights: for the statutory periods or until any dispute is resolved.

After these periods, data is deleted or anonymised unless there is a legitimate reason to retain it for longer.

10. Your rights

You can request:

- confirmation that your data is being processed and access to it;
- correction or updating of your data;
- deletion where the conditions for it are met;
- restriction of processing;
- data portability where applicable.

You can also object to processing based on legitimate interests and withdraw your consent. Withdrawal does not affect the lawfulness of processing that took place before you withdrew it.

Send requests to armand@armandthanasi.com. You can also lodge a complaint with the Italian Data Protection Authority (Garante per la protezione dei dati personali).

11. Children

The services are not designed to knowingly collect children’s data unless the legal requirements are met. A person with parental responsibility may ask for data provided without authorisation to be deleted.

12. Changes

This policy may be updated to reflect changes in the law, technology or services. The current version and its revision date are published on the legal documents page.