

## Privacy Policy for abrfest.com

Effective date: 29 May 2025

This Privacy Policy describes how Alternative Brains Rule ("ABR", "we", "us", or "our") collects, uses, and discloses information that we obtain about visitors to our website, abrfest.com ("Site").

### 1. Who We Are

This Site is operated by Alternative Brains Rule, a cultural organization based in Cyprus. For any privacy-related inquiries, please contact us at:

Email: [info@alternativebrainsrule.com](mailto:info@alternativebrainsrule.com)

### 2. Information We Collect

We may collect the following categories of personal data:

- Contact Information: such as your email address when voluntarily submitted via newsletter subscription forms.
- Usage Data: including information on how the Site is accessed and used (e.g., your IP address, browser type, and pages visited), collected through tools such as Google Analytics and Facebook Pixel.
- Cookies and Tracking Technologies: we use cookies and similar technologies to enhance user experience and for analytics and advertising purposes.

### 3. Use of Information

We process your personal data for the following purposes:

- To provide and manage newsletter communications via Substack.
- To analyze traffic and improve our website functionality using Google Analytics.
- To conduct marketing and promotional efforts through Facebook Pixel and other advertising tools.

#### 4. Cookies Policy

By using this Site, you consent to the use of cookies in accordance with this Privacy Policy. You may disable cookies through your browser settings; however, doing so may affect the functionality of the Site.

#### 5. Third-Party Service Providers

We engage third-party service providers to process data on our behalf:

- Google Analytics (analytics)
- Facebook Pixel (marketing)
- Substack (email newsletter distribution)

These providers may process data outside the European Union. We endeavor to ensure that all such providers are compliant with the GDPR and provide appropriate safeguards for your data.

#### 6. Data Retention

We retain collected data for as long as necessary to fulfill the purposes for which it was collected or as required by applicable law. For example, email addresses are retained for the duration of the newsletter subscription.

#### 7. Your Rights Under GDPR

If you are a resident of the European Union, you have the right to:

- Access your personal data
- Rectify inaccurate personal data
- Withdraw consent at any time (e.g., unsubscribe from the newsletter)

To exercise any of these rights, please contact us at: [info@alternativebrainsrule.com](mailto:info@alternativebrainsrule.com)

## 8. Changes to This Policy

We may revise this Privacy Policy from time to time. The most current version will be posted on this page with the updated effective date.

## 9. Contact Information

For any questions or concerns regarding this Privacy Policy or our data practices, please contact:

Email: [info@alternativebrainsrule.com](mailto:info@alternativebrainsrule.com)

Website: <https://abrfest.com>