

2. Data Protection and Privacy Policy (EU-Compliant)

Effective Date: 25/12/2024

Last Updated: 09/01/2025

At 55+ Wellness Magazine, we value your trust and are committed to safeguarding your personal information. As a free member, your privacy is a priority. This policy outlines how we collect, use, and protect your data under the EU General Data Protection Regulation (GDPR).

1. What Data We Collect

- 1.1 ****Basic Information:**** We collect your name, email address, business owner status, and optional preferences like topics of interest.
- 1.2 ****Analytics:**** We may use tools like Google Analytics to understand how you engage with our platform.

2. How We Use Your Data

- 2.1 To provide you with personalized content and updates.
- 2.2 To inform you of new articles, events, or features that match your interests.
- 2.3 To maintain and improve our website's performance.
- 2.4 To present advertising opportunities to business owners.

3. Sharing Your Data

- 3.1 We don't sell your data.
- 3.2 Data is shared only with trusted partners (e.g., analytics providers) to enhance your experience.

4. Protecting Your Data

4.1 Our security measures include encrypted storage, secure servers, and regular audits.

4.2 While we strive to protect your data fully, no system is 100% foolproof.

5. Your GDPR Rights

As a member based in the EU, you have the right to:

5.1 Access your data or request its deletion.

5.2 Withdraw your consent at any time.

5.3 Lodge a complaint with your local data protection authority.

6. Cookies and Tracking

6.1 We use cookies for a seamless user experience.

6.2 You can adjust your cookie settings anytime in your browser.

7. Leaving or Updating Your Data

7.1 To update or delete your information, contact us at info@55pluswellness.com

7.2 If you cancel your membership, we'll delete your data unless required otherwise by law.

8. Changes to This Policy

We'll keep you updated on any changes to this policy. Your continued membership means you agree to the updated terms.

At **55+ Wellness Magazine**, your data helps us create a tailored, engaging experience for you. Thank you for trusting us to protect it.