

Amos. Adewuni

Privacy Policy

amosadewuni.site

Effective Date: 21 March 2025 · Last Updated: 21 March 2025

This Privacy Policy explains how Amos Adewuni ('I', 'me', 'my') collects, uses, and protects the personal information you provide when you visit amosadewuni.site or submit any form on this website.

1. Who I Am

Amos Adewuni is an independent GA4 and Google Tag Manager specialist operating as a sole trader/freelancer under the brand amosadewuni.site. My principal place of business is Lagos, Nigeria.

If you have any questions about this policy, you can contact me at:

- Email: hello@amosadewuni.site
- Website: amosadewuni.site
- Location: Lagos, Nigeria

2. What Information I Collect

2.1 Information you give me directly

When you submit the Free Tracking Audit form on this website, I collect:

- First name and last name
- Email address
- Phone number (optional)
- Website URL
- Business type
- A description of your biggest tracking problem

2.2 Information collected automatically

When you visit this website, certain information is collected automatically by third-party tools including:

- IP address and approximate geographic location

- Browser type, device type, and operating system
- Pages visited, time spent on pages, and referring URL
- Clicks and scroll behaviour

This information is collected via Google Analytics 4 (GA4) and Google Tag Manager (GTM), which I use to understand how visitors interact with my website and to improve its performance.

2.3 Cookies

This website uses cookies — small text files stored on your device — for the following purposes:

- Analytics cookies (GA4): to measure website traffic and visitor behaviour
- Functional cookies: to remember your preferences

You can control or disable cookies through your browser settings at any time. Disabling analytics cookies does not affect your ability to use the website.

3. How I Use Your Information

I use the information you provide to:

- Respond to your Free Tracking Audit request and schedule a consultation call
- Send you the confirmation email and any follow-up communications you agreed to receive
- Understand your business needs so I can prepare for our call
- Improve this website and my services based on usage data

I do not use your information for automated decision-making or profiling.

4. Legal Basis for Processing

I process your personal data on the following legal bases:

- Consent: you voluntarily submit your details via the contact form
- Legitimate interest: to respond to business enquiries and improve my website
- Contractual necessity: where we enter into a service agreement

5. Who I Share Your Information With

I do not sell, rent, or trade your personal information to any third party. I may share your data with the following trusted service providers solely to operate this website and deliver my services:

- Formspree (formspree.io) — processes form submissions and delivers them to my inbox
- Calendly (calendly.com) — manages appointment scheduling
- Google Analytics / Google Tag Manager — website analytics
- Cloudflare — website security and performance

All third-party providers are required to handle your data securely and in accordance with applicable data protection laws.

6. Data Retention

I retain your personal data for as long as necessary to fulfil the purpose for which it was collected:

- Form submissions: retained for up to 24 months from the date of submission
- Analytics data: retained in accordance with Google Analytics default retention settings (14 months)
- Email correspondence: retained for up to 36 months

You may request deletion of your data at any time by contacting hello@amosadewuni.site.

7. Your Rights

Depending on your location, you may have the following rights regarding your personal data:

- Right of access: to request a copy of the data I hold about you
- Right to rectification: to request correction of inaccurate data
- Right to erasure: to request deletion of your data ('right to be forgotten')
- Right to restriction: to request that I limit how I use your data
- Right to data portability: to receive your data in a structured, machine-readable format
- Right to object: to object to my processing of your data

To exercise any of these rights, email me at hello@amosadewuni.site. I will respond within 30 days.

8. Data Security

I take reasonable technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse. These include:

- Secure HTTPS connection on all pages of amosadewuni.site
- Use of reputable, security-certified third-party processors (Formspree, Calendly, Cloudflare)
- Limited access to form submission data — only I can view it

No method of transmission over the internet is 100% secure. While I strive to protect your data, I cannot guarantee absolute security.

9. International Data Transfers

My website is operated from Lagos, Nigeria. If you are visiting from outside Nigeria — including from the European Economic Area (EEA), United Kingdom, or United States — your data may be transferred to and processed in Nigeria and in the countries where my third-party processors operate (primarily the United States).

By submitting your information, you consent to this transfer.

10. Children's Privacy

This website is not directed at children under the age of 16. I do not knowingly collect personal data from children. If you believe a child has submitted information to me, please contact me at hello@amosadewuni.site and I will delete it promptly.

11. Third-Party Links

This website may contain links to third-party websites including LinkedIn, Upwork, and Calendly. I am not responsible for the privacy practices of those websites. I encourage you to read their privacy policies before providing any personal information.

12. Changes to This Policy

I may update this Privacy Policy from time to time to reflect changes in my practices or for legal reasons. When I make material changes, I will update the 'Last Updated' date at the top of this page. Continued use of this website after changes are posted constitutes your acceptance of the updated policy.

13. Contact

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal data, please contact me:

- Email: hello@amosadewuni.site
- Website: amosadewuni.site
- Location: Lagos, Nigeria