



Privacy Policy – Mike McAlpine

1. General Information

We take the protection of your personal data seriously. This privacy policy explains how we collect and process your data in accordance with the UK General Data Protection Regulation (UK GDPR).

2. Data Controller

The controller responsible for data processing on this website is:

Mike McAlpine
Am Plattenbusch 3
51381 Leverkusen
Germany
Phone: +49 (0)179 3924899
Email: mike@mikemcalpine.com

3. Hosting by Wix.com

Our website is hosted by Wix.com Ltd., 40 Namal Tel Aviv St., Tel Aviv 6350671, Israel. Wix stores data on servers located in the EU, Israel, and potentially other countries. Wix is certified under the EU-US Data Privacy Framework. For more details, please see Wix's privacy policy: <https://www.wix.com/about/privacy>

4. Contact

If you contact us via email or phone, we will store the data you provide for the purpose of responding to your request. We do not share this information without your consent.

5. Use of Meta Pixel (Facebook Pixel)

Our website uses the Meta Pixel provided by Meta Platforms Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. This allows tracking of user actions after they are redirected to our site by clicking on a Facebook or Instagram ad. This helps us measure the effectiveness of advertising and optimize future campaigns.

Data is collected only with your explicit consent via a cookie banner (Art. 6(1)(a) UK GDPR).

You can withdraw consent at any time. Meta's privacy policy:

<https://www.facebook.com/about/privacy>

6. Use of Wix Analytics

We use Wix Analytics to understand visitor behaviour on our website. This includes page views, duration, and referral source. No personally identifiable information is collected. The data is used solely to improve our website experience.

Legal basis: Art. 6(1)(f) UK GDPR (legitimate interest in optimization and statistical evaluation).

7. Cookies & Consent Management

This website uses cookies to deliver essential site functions and improve usability. Non-essential cookies are only set with your prior consent through the cookie banner. You may change your settings at any time.

8. Your Rights under UK GDPR

You have the right to:

- Access your data
- Correct inaccurate data
- Request erasure
- Restrict processing
- Data portability
- Withdraw consent
- Object to processing

If you believe your rights under data protection law are being infringed, you may contact the UK's Information Commissioner's Office (ICO):

<https://ico.org.uk/>

9. Updates to this Privacy Policy

We reserve the right to amend this privacy policy to comply with legal requirements or reflect changes in our services.

10. Embedding Google Maps

Our website uses Google Maps, a service provided by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland. When you access a page containing Google Maps, your IP address and other information may be transmitted to Google servers, including those in the United States (Google LLC).

The use of Google Maps is in the interest of making our location easy to find, which constitutes a legitimate interest according to Art. 6(1)(f) UK GDPR. The data transmission only occurs with your explicit consent via a cookie banner (Art. 6(1)(a) UK GDPR).

Further details: <https://www.google.com/policies/privacy/>

11. Embedding YouTube Videos

Our website includes embedded videos from YouTube, operated by Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland. When you visit a page with an embedded YouTube video, a connection is established with YouTube servers. YouTube is informed which page you are visiting.

If you are logged into your YouTube account, YouTube can link your browsing behavior to your personal profile. You can prevent this by logging out of your account.

Embedding takes place based on your consent (Art. 6(1)(a) UK GDPR). For more information, see YouTube's privacy policy: <https://www.google.com/policies/privacy/>