

Privacy Policy

Last updated: 17 July 2026

1. Data Controller

The data controller responsible for the processing of your personal data is:

LAVA VIDEO MARKETING, SOCIEDAD LIMITADA CIF: B27580240 Registered address: Av. de França, 79, Poblats Marítims, 46023, València, Spain Email: hello@aivideoagency.eu Website: <https://www.aivideoagency.eu>

(hereinafter, “we”, “us”, or “the Company”)

2. What Personal Data We Collect

We collect personal data that you voluntarily provide when you interact with our website, in particular through our contact form:

- Full name
- Email address
- Any other information you choose to include in your message

We do not knowingly collect special categories of data (e.g., health, religion, political opinions) through this website.

We may also automatically collect limited technical data through cookies and similar technologies (see our separate Cookie Policy for details), such as IP address, browser type, device information, and browsing behaviour on the site.

3. Purpose and Legal Basis for Processing

Purpose	Legal basis (GDPR Art. 6)
Responding to enquiries submitted via the contact form	Legitimate interest in responding to business enquiries (Art. 6(1)(f)), and/or pre-contractual steps taken at your request (Art. 6(1)(b))
Preparing and sending commercial proposals or quotes	Pre-contractual measures at your request (Art. 6(1)(b))
Complying with legal and tax obligations (e.g., invoicing)	Legal obligation (Art. 6(1)(c))
Website analytics and functionality cookies	Consent (Art. 6(1)(a)), where required

We do not use your data for automated decision-making or profiling that produces legal effects concerning you.

4. Who We Share Your Data With

We do not sell your personal data. We may share it with:

- **Service providers / processors** acting on our behalf:
 - **Webflow, Inc.** — website hosting and contact form processing
 - **Google Analytics (Google Ireland Ltd. / Google LLC)** — website traffic and usage analytics
 - **Yandex Metrica (Yandex LLC)** — website traffic and usage analytics
 - Email service providers and accounting/gestoría services
- **Public authorities**, where required by law (e.g., tax authorities).

Some of our service providers may be located outside the European Economic Area (EEA):

- **Webflow and Google** are based in, or transfer data to, the **United States**. Where this occurs, we rely on appropriate safeguards recognised under GDPR, such as the European Commission's Standard Contractual Clauses or the provider's adherence to the EU-U.S. Data Privacy Framework, as applicable.
- **Yandex Metrica** transfers data to servers in the **Russian Federation**, a country for which the European Commission has not issued an adequacy decision. Where this transfer occurs, it is carried out on the basis of Standard Contractual Clauses and/or your explicit consent (Art. 49 GDPR), where applicable. Given the heightened data protection risks associated with transfers to Russia, you should be aware of this when deciding whether to consent to analytics cookies.

You may request further information about these safeguards by contacting us at the email address above.

5. Data Retention

We retain personal data submitted through the contact form for as long as necessary to respond to your enquiry and manage the resulting business relationship, and in any event no longer than 24 months after our last interaction, unless a longer period is required to comply with legal, tax, or accounting obligations (in Spain, generally up to 6 years for tax and commercial records).

6. Your Rights

Under the GDPR and Spanish Organic Law 3/2018 (LOPDGDD), you have the right to:

- **Access** the personal data we hold about you
- **Rectify** inaccurate or incomplete data
- **Erase** your data ("right to be forgotten")
- **Restrict** processing in certain circumstances
- **Object** to processing based on legitimate interest
- **Data portability**, where technically feasible
- **Withdraw consent** at any time, where processing is based on consent, without affecting the lawfulness of processing carried out before withdrawal

To exercise any of these rights, please contact us at **hello@aivideoagency.eu**, including a copy of an identifying document if necessary to verify your identity.

If you believe your data protection rights have been infringed, you have the right to lodge a complaint with the Spanish Data Protection Agency (**Agencia Española de Protección de Datos, AEPD**), www.aepd.es, or with the supervisory authority of your habitual residence, place of work, or the place of the alleged infringement.

7. Cookies

Our website uses cookies and similar technologies. For details on the types of cookies used, their purpose, and how to manage your preferences, please see our **[Cookie Policy]**.

8. Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, alteration, or disclosure.

9. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The “Last updated” date at the top of this page indicates when this policy was last revised.

10. Contact

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us at:

Email: hello@aivideoagency.eu **Postal address:** Av. de França, 79, Poblats Marítims, 46023, València, Spain

This document is provided as a general template and does not constitute legal advice. Please have it reviewed by a qualified lawyer or data protection professional before publishing, and complete the bracketed placeholders (e.g., retention periods, effective date) with information specific to your business.