

Effective date: 26 January 2026

This Privacy Policy explains how Athenaeum of Sin Reviews (based in County Durham, United Kingdom) collects, uses, stores, and protects personal data when you visit athenaeumofsinreviews.com, contact us, or submit music/materials for review or interview.

1. Who we are

Data controller: Athenaeum of Sin Reviews. We operate an independent editorial platform focused on underground music and related coverage. For privacy enquiries, please use the contact page on our website (or the email address published there).

2. What data we collect

We may collect the following categories of information:

- ☒ **Contact information** (such as your name, band/label/PR name, email address, and social links) when you message us or submit a press pack.
- ☒ **Submission materials** (such as streaming links, private download links, press photos, bios, release notes, and artwork) provided for editorial consideration.
- ☒ **Communications** (emails/messages) including any information you choose to share.
- ☒ **Technical and usage data** (such as IP address, device/browser information, and basic logs) collected automatically by our hosting and website tools.
- ☒ **Cookies** and similar technologies (see the Cookies section below).

3. How we use your data

We use personal data to:

- ☒ Respond to messages, enquiries, and submissions.
- ☒ Evaluate and manage review/interview requests and editorial scheduling.
- ☒ Publish editorial content (reviews/interviews) and attribute quotes or credits where agreed.
- ☒ Maintain website security, prevent abuse, and keep the site functioning.
- ☒ Improve our site content and user experience using high-level analytics (where available).

4. Legal bases (UK GDPR)

Where UK data protection law applies, we process data under one or more of these legal bases:

- ☒ **Legitimate interests** - running an independent editorial platform, communicating with artists/labels/PR, and maintaining site security.
- ☒ **Consent** - where you choose to provide optional information, or where you explicitly consent to specific uses.
- ☒ **Contract** - where processing is necessary to take steps you request (for example, handling a commissioned feature) or to fulfil an agreement.
- ☒ **Legal obligation** - where required by law (rare for our typical activities).



5. Publishing and editorial use

If you submit materials (music, press photos, bios, artwork, release notes), you are providing them for editorial consideration. We may use submitted materials to prepare and publish content on our website and social media channels as part of promotion for the published piece, in line with permissions you provide and industry-standard press usage. If you need a specific credit line or usage limitation, tell us at submission.

6. Sharing your data

We do not sell personal data. We may share data in limited situations:

- ☒ With service providers that help us run the site (hosting, security, email, analytics) where necessary for operations.
- ☒ With platforms you choose to interact with (for example, when you click to Bandcamp, YouTube, Spotify, Instagram, Facebook).
- ☒ If required to comply with law or to protect our rights, users, or the public.

7. Embedded content and third-party links

Our pages may include embedded players or content (for example Bandcamp embeds, YouTube videos, or social media posts). These third parties may collect data through their own cookies and policies. We recommend reviewing the relevant third-party privacy policies when interacting with embedded content.

8. Cookies

Cookies are small files stored on your device. We may use cookies for essential site functions and, where available, basic performance insights. You can manage cookies through your browser settings. Blocking some cookies may affect site functionality.

9. Data retention

We keep personal data only as long as needed for editorial operations and record-keeping. Typical retention periods may include keeping submission emails/press packs while a review or interview is in progress, and retaining relevant correspondence for reference after publication. You may request deletion of non-essential data (see Your Rights below).

10. Security

We take reasonable steps to protect data, including using reputable hosting, limited access controls, and routine security practices. No method of transmission or storage is completely secure, but we aim to reduce risk and respond to issues appropriately.

11. International transfers

Some service providers may process data outside the UK. Where this happens, we aim to use providers with appropriate safeguards in place.

12. Your rights

Depending on your location and applicable law, you may have rights including:

- ☒ Access to your personal data.
- ☒ Correction of inaccurate data.
- ☒ Deletion of data in certain circumstances.



Restriction or objection to processing in certain circumstances.

Data portability (where applicable). Page 3

Withdrawal of consent (where processing is based on consent).

13. Complaints

If you are in the UK and believe we have not handled your data properly, you may complain to the Information Commissioner's Office (ICO). We encourage you to contact us first so we can try to resolve concerns directly.

14. Children

Our site is not directed to children and we do not knowingly collect personal data from children. If you believe a child has provided data, contact us so we can address it.

15. Changes to this policy

We may update this policy from time to time. The effective date at the top indicates the latest revision. Material changes will be reflected on this page/document.

Contact

For privacy enquiries, use the contact page on athenaeumofsinreviews.com.

