

## European Journal of Marketing and Economics (EJME)

### Privacy Statement

The European Journal of Marketing and Economics (EJME) is committed to protecting the privacy and personal data of all individuals who interact with the journal, including authors, reviewers, editors, and readers. This Privacy Statement outlines how we collect, use, store, and protect your personal information in accordance with applicable data protection laws, including the General Data Protection Regulation (GDPR).

#### 1. Information We Collect

We may collect the following types of personal information:

- **For Authors:** Name, email address, affiliation, postal address (if required for correspondence), and payment details (for article processing charges).
- **For Reviewers:** Name, email address, affiliation, academic qualifications and areas of expertise.
- **For Readers:** Email address (if subscribing to updates or alerts) and IP address (for website analytics).
- **For Editorial Staff:** Name, email address, affiliation, and professional details.

#### 2. How We Use Your Information

Your personal information is used for the following purposes:

- **For Authors:** To process manuscript submissions, communicate editorial decisions, manage publication processes, and issue invoices for article processing charges (APCs).
- **For Reviewers:** To invite and assign peer reviews, communicate review outcomes, and acknowledge contributions to the journal.
- **For Readers:** To provide access to published content, send journal updates, and improve the user experience on our website.
- **For Editorial Staff:** To manage the editorial process and communicate with authors and reviewers.

### 3. Legal Basis for Processing

We process personal data based on the following legal grounds:

- **Consent:** By submitting a manuscript, registering as a reviewer, or subscribing to updates, you consent to the collection and use of your personal information for the purposes outlined in this Privacy Statement.
- **Contractual Necessity:** Processing is necessary to fulfill our obligations to authors, reviewers, and readers under our publication and subscription agreements.
- **Legitimate Interests:** We may process data to improve our services, ensure the integrity of the peer review process, and maintain the quality of the journal.

### 4. Data Sharing and Disclosure

We do not sell or rent your personal information to third parties. Your data may be shared in the following circumstances:

- **With Reviewers and Editors:** Manuscripts and associated author information are shared with reviewers and editors as part of the peer review process. This is done confidentially and in accordance with our double-blind peer review policy.
- **With Service Providers:** We may share data with third-party service providers (e.g., payment processors, IT support, and hosting services) to facilitate journal operations. These providers are contractually obligated to protect your data.
- **For Legal Compliance:** We may disclose personal information if required by law or to protect the rights, property, or safety of the journal, its users, or the public.

### 5. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes outlined in this Privacy Statement. Specific retention periods are as follows:

- **Author Data:** Retained for the duration of the publication process and for a reasonable period thereafter to address any post-publication inquiries.

- **Reviewer Data:** Retained for as long as the individual serves as a reviewer and for a reasonable period thereafter to acknowledge contributions.
- **Reader Data:** Retained for as long as the individual remains subscribed to journal updates or alerts.

## 6. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include encryption, secure servers, and restricted access to personal data.

## 7. Your Rights

Under applicable data protection laws, you have the following rights regarding your personal information:

- **Access:** You may request a copy of the personal data we hold about you.
- **Correction:** You may request corrections to any inaccurate or incomplete data.
- **Deletion:** You may request the deletion of your personal data, subject to certain legal obligations.
- **Restriction:** You may request restrictions on how we process your data.
- **Objection:** You may object to the processing of your data for specific purposes.
- **Data Portability:** You may request a copy of your data in a structured, machine-readable format.

## 8. International Data Transfers

As an international journal, your personal data may be transferred to and processed in countries outside the European Economic Area (EEA). We ensure that such transfers are made in compliance with applicable data protection laws and that adequate safeguards are in place.

## 9. Changes to This Privacy Statement

We may update this Privacy Statement periodically to reflect changes in our practices or legal requirements. The latest version will always be available on our website.

## 10. Contact Us

If you have any questions or concerns about this Privacy Statement or our data practices, please contact the editorial office at:

Email: [office@revistia.com](mailto:office@revistia.com)

Journal Management