Special DAC7 Privacy Notice

Please note that this Notice applies to users of Mellow who reside in the EU.

Mellow is obliged to collect information about users for purposes of complying with tax transparency obligations under EU Directive 2021/514 (**DAC7**). The purpose of the DAC7 is to improve tax transparency around transactions conducted via digital platforms. In principle, DAC7 reporting aims to streamline the process of verifying income tax statements.

About DAC7 – why is Mellow collecting this data?

Under DAC7, Mellow is required to share data with the Cyprus Tax Authority (Ministry of Finance Tax Department) about individuals who offer personal services on Mellow. To comply with this obligation, we ask users to provide certain information, including their:

- name,
- primary address,
- date of birth,
- tax identification number or place and country of birth if user doesn't have personal tax number,
- country (or countries) of tax residence,
- financial account details (e.g. bank account number used to receive payouts from Mellow),
- holder of the bank account,
- total consideration paid to user,
- fees or commissions retained by Mellow,
- number of relevant transactions or activities.

How can users add the missing DAC7 relevant data points?

Most of the DAC7 relevant data points have been provided by you as part of our KYC (Know your Customer) check. Any additional data points can be added via users' personal account on Mellow.

How do we use users' information for DAC7 compliance?

Information provided to Mellow for DAC7 compliance, including, if applicable, payments information provided in respect of users, will be shared with the Cyprus Tax Authority. This information is shared annually, every January as required by law.
Mellow does not use this information for its own purposes. All information is handled securely and in accordance with the GDPR requirements.

What is our legal basis for this processing?

Our legal basis for this processing is compliance with a legal obligation under Article 6(1)(c)GDPR of the GDPR, specifically the requirements outlined in DAC7.

How long will we retain non-user information?

Mellow will retain tax information for as long as required in order to fulfill its obligations under DAC7 and any applicable national law, typically up to 7 years after the end of the reporting period.

How can users exercise their data subject rights?

Data subjects have the following rights regarding their personal data:

- Right to Access: Request access to your personal data.
- Right to Rectification: Request correction of inaccurate or incomplete data.
- Right to Erasure: Request deletion of your personal data under certain conditions.
- Right to Restrict Processing: Request limitation of processing your data.
- Right to Data Portability: Receive your data in a structured, commonly used format.
- Right to Object: Object to processing based on legitimate interests.

To exercise these rights, please contact us at dpo@mellow.io.

Contact Us

If you have any questions or concerns about this Special DAC7 Privacy Policy or our data processing practices, please contact us at: dpo@mellow.io