

## **PRIVACY POLICY**

When we collect your personal data or when you share it with us, we use them in accordance with these Terms.

“Personal Data” is a way of identifying you directly (e.g. your name) or indirectly (e.g. through pseudonyms such as a unique identification number). In other words, personal data includes information such as email address / home address / mobile phone number, usernames, profile images, personal preferences and shopping habits, user generated content, financial information and welfare information. They can also include numeric identifiers such as computer IP addresses, mobile phone MAC addresses, or cookies.

### **WHAT DATA DO WE COLLECT AND HOW DO WE USE IT?**

We collect and receive data through our websites (e.g., we use cookies to understand how you use our site).

The bot logo on our site does not collect cookies.

## OVERVIEW OF OUR INTERACTION AND ITS IMPACT ON YOUR DATA

Which interactions allow you to provide data, and us to collect them?	Which data can we receive directly from you or through our interaction?	How and why can we use your data?	What is the legal basis for using your personal data?
<p>Subscription to the newsletter</p> <hr/> <p>Online search</p> <p>Data collected through cookies or similar technologies ("Cookies"*) during a site search</p> <p>*Cookies are small files that are stored on your device (computer, tablet, or mobile phone) while you search the Internet, including a web page.</p>	<p>Depending on the frequency of our interaction, data may include: Email address; Name and surname; Personal description or preferences;</p> <hr/> <p>Social network profile (where you use social network information or share this personal information with us).</p> <hr/> <p>Data may include: Your use of our sites/apps: Origin; Registration details; Pages you visited; Videos you've watched; Ads you touch or click on; Products you search; Location; Duration of visit;</p> <p>Technical information: IP address; Browser information; Device information.</p> <p>A unique identifier assigned to each visitor and the end date of the identifier validity.</p>	<p>For: Sending promotional content</p> <hr/> <p>Performing analysis and collecting statistical data.</p> <hr/> <p>Updating the contact list with people we do not contact if you have requested we do not contact you;</p> <hr/> <p>We use cookies for the following purposes: To ensure proper work of the site; Correct display of content; Personalizing interfaces such as language selection; Device parameters, including screen resolution etc; To collect statistical data: To avoid saving the same visitor twice.</p> <hr/> <p>To show ads and content on social networks.</p> <p>To customize services: For custom site views/apps such as remembering your shopping cart, registration information or language data, user interface customization cookies (i.e. device parameters, including display resolution, fonts, etc.).</p> <p>To allow sharing of content on social networks (sharing buttons intended for page views).</p>	<p>Consent For directly sending promotional content.</p> <hr/> <p>Legitimate interest</p> <p>To create promotional content, to understand its effectiveness, and to provide you with an important experience; to help us better understand your needs and expectations, and thus improve our services, products and brands.</p> <hr/> <p>Legal basis</p> <p>To keep your information in the list of contacts we do not contact if you have requested that we do not send you direct marketing materials.</p> <hr/> <p>Legitimate interest:</p> <p>To ensure the correct site, ads and notifications that are constantly improving, we use cookies that are (and) key to the proper work of the site and that are used to protect the site.</p> <hr/> <p>Consent For all other cookies.</p>

### **Who can access your personal information?**

With the processing manager, access to personal information may be provided by third parties that assist us in providing technical support such as platform or server hosting, database support, and maintenance, as well as software and applications that may contain your information (such services sometimes imply allowed access your data to be able to perform the necessary tasks); If you use content on our social networks or in apps, the cookie with these networks and apps could be stored on your device. We recommend that you read more about the cookies policies of these social networks for more information. We do not offer or sell your personal information.

### **The place where we store your personal data**

Collected data is stored and processed within the European Economic Area (EEA).

### **How long do we store your personal data**

We store your personal data only while we need it for the purposes for which we stored them, to meet your needs or legal obligations. In order to determine the retention period, we will consider the following criteria:

If you contact us with a query, we store your personal data in the time required to process the query;

If you agree to direct marketing, we store your personal data until you cancel your subscription or request a subscription deletion.

When cookies are stored on your computer, we store them while they serve their purpose (e.g., the duration of a cookie or cookie ID) or for a period of time specified in local regulations and guidelines;

We may keep some of your personal information for the purpose of fulfilling our legal and regulatory obligations, as well as for the purpose of managing our rights (for example, exercising our rights in courts) or collecting statistical data and keeping records.

When our personal information is no longer needed, we remove them from the system and archive or convert them into anonymous data so that we can no longer identify you.

### **Links to third-party sites and social networks**

Our site may contain links to other sites. If you visit any of these sites via the link, keep in mind that these sites have their privacy policies and that we are not responsible for them. Read the rules before submitting personal information to these sites.

We can also offer you access to social networks. If you sign up through social networks, keep in mind that you share your profile information with us, depending on the settings of a particular social network platform. Visit the social networking platform and review your privacy policy to understand which personal data you share and use in this context.

## YOUR RIGHTS AND CHOICES

Your rights	What does that mean?
Right to being informed	You have the right to receive clear, transparent and easy-to-understand information on how we use your personal information and rights. For this reason, we provide these information in these Rules.
Right to access	You have the right to access your personal information you have provided (subject to certain restrictions). If the claims are evidently unfounded, excessive or frequent, we may refuse to act upon the request. To access the right to access, contact our Personal Data Protection Officer (email address below).
Right to correction	You have the right to request personal data correction if they are incorrect or invalid and/or their update if they are incomplete. To access your rights, contact our Personal Data Protection Officer (email address below).
Right to deletion	In some cases, you have the right to request the deletion or removal of personal data. Please note that this is not an absolute right because we can have legal or legitimate grounds for keeping your personal information. If you want to delete your personal information, please contact our Personal Data Protection Officer (email address below).
Right to complaint on direct marketing	You can cancel your subscription or opt out of receiving direct promotional content at any time. It is easiest to do so by clicking the “unsubscribe” link in any email or through the promotional content that we have sent to you. You can also contact our Personal Data Protection Officer (email address below).
The right to withdraw consent to consent- based data processing at any time	Your consent to data processing can be withdrawn when data processing is based on your consent. The withdrawal of consent does not affect the legality of consent-base data processing before the consent is withdrawn. In the table in the section “What data we collect and how we use it” and in particular in the column “What is the legal basis for using your personal data?” we define the cases in which data processing is based on your consent.  If you wish to file a complaint with the purpose of withdrawing your consent, please contact our Personal Data Protection Officer (email address below).
Right to object data processing based on legitimate interest	You can object data processing at any time when data processing is based on legitimate interests. In the table in the section “Which data we collect and how we use it” and in particular in the column “What is the legal basis for using your personal data?” we define in which cases data processing is based on legitimate interests.  To file an objection, contact our Personal Data Protection Officer (email address below).

<p>Right to file a complaint to the authorities</p>	<p>You have the right to contact your country's data protection authorities to file a complaint about data protection and how to implement the privacy policy of the company Komunikacijski Laboratorij d.o.o.</p> <p>Please do not hesitate to contact us through the details below before filing a complaint with the data protection authority.</p>
<p>Right to transfer data</p>	<p>You have the right to move, copy or transfer data from our database to another database. This right applies only to the information you provided under contract or consent and if the processing is carried out by automated means. In the table in the section "Which data we collect and how we use them" and in particular in the column "What is the legal basis for using your personal information?" we define the cases in which data processing is based on the performance of the contract or consent.</p> <p>For more details please contact our Personal Data Protection Officer (email address below).</p>
<p>Restriction rights</p>	<p>You have the right to request processing limitations on your data. This right limits the processing of your data, which means we can store it, but we can not use it or process it further.</p> <p>It refers to the limited circumstances prescribed by the General Data Protection Regulation and are listed below:</p> <ul style="list-style-type: none"> <li>the respondent (i.e. you) disputes the accuracy of the personal data for the period during which the processing manager can check the accuracy of the personal data;</li> <li>processing is illegal and the respondent (i.e. you) is opposed to the deletion of personal data and instead asks for a restriction on their use;</li> <li>the processing manager (i.e. Komunikacijski laboratorij d.o.o.) does not need personal data for processing purposes, but the data is required by the respondent for establishing, achieving or defending legal rights;</li> <li>the respondent (i.e. you) has filed a complaint on processing based on the legitimate interests of the processing manager, expecting confirmation of whether the legitimate interests of the manager exceed the reasoning of the respondent.</li> </ul> <p>If you would like to request a restriction, please contact our Personal Data Protection Officer (email address below).</p>
<p>Right to turn off cookies</p>	<p>You have the right to exclude cookies. Internet browsers are typically programmed so that accepting cookies is the default setting, but you can easily set it up by changing your browser settings.</p> <p>Many cookies are used to improve the use or functionality of the site; so turning off the cookies can disable the use of certain parts of the site as detailed in the appropriate Cookie Table. I</p> <p>If you want to restrict or block all cookies that are included in our site (which can disable the use of certain parts of the site), you can do so in your browser settings. Learn more using the Help feature in the browser.</p>

If you have any questions or concerns about how we deal with your personal information and how we use them, or want to exercise the above mentioned rights, please contact our Personal Data Protection Officer at

**[dpo@komunikacijskilaboratorij.com](mailto:dpo@komunikacijskilaboratorij.com)**