

## **PRIVACY POLICY**

When we collect your personal data or when you share it with us, we use it in accordance with this Policy.

'Personal data' are pieces of information that can be used to identify you directly (eg. your name) or indirectly (eg. through pseudonyms such as a unique identification number). In other words, personal information includes information such as email address/home address/mobile phone number, usernames, profile pictures, personal preferences and shopping habits, user-generated content, financial information and information about well-being. They can also include numeric identifiers such as computer IP address, mobile phone MAC address, or cookies.

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

We collect and receive information through our websites (for example, we use cookies to understand how you use our website).

# REVIEW OF INFORMATION ABOUT OUR INTERACTION AND ITS IMPACT ON YOUR DATA

During which interactions can you provide data and we collect it?	What information we may receive directly from you or through our interaction?	How and why can we use your information?	What is the legal basis for the use of your personal data?
<p>Pretplata na newsletter</p> <hr/> <p>Searching the web.</p> <p>Information collected through cookies or similar technologies ('Cookies' *) while browsing the websites.</p> <p>*Cookies are small files that are stored on a device (computer, tablet or mobile phone) while browsing the Internet, including a website.</p>	<p>Depending on the frequency of our interaction, the data may include: address; e-mail; name and surname; personal description or preferences; a social media profile (where you use social media login information or share this personal information with us).</p> <hr/> <p>Data may include: information about your use of our sites/ application; application details; the pages you visited; the videos you watched; ads you touch or click on; products you search for; location; duration of visit; technical information: IP address; browser information; device information.</p> <p>A unique identifier assigned to each visitor and the expiration date of the identifier.</p>	<p>For: sending promo content.</p> <hr/> <p>Conducting analysis and collecting statistical data.</p> <hr/> <p>Updating the contact list, we don't contact you if you asked us not to.</p> <hr/> <p>We use cookies for the following purposes: to ensure the proper operation of the website: correct display of content; personalization interfaces such as language selection; device parameters, including resolution screens, etc.; to collect statistics: for avoiding saving the same visitor twice.</p> <hr/> <p>To display ads and content on social media. To customize services: for the custom display of sites/applications such as shopping cart memory, login information or languages, cookies to customize user interfaces (i.e., device parameters, including screen resolution, font, etc.). To allow content to be shared on social media (share buttons for viewing the page).</p>	<p>Consent: to send promotional content directly.</p> <hr/> <p>Legitimate interest: to create promotional content, understanding their effectiveness, and 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 bases: to keep your information in the contact list we do not contact, if you have requested that we don't send you direct marketing materials.</p> <hr/> <p>Legitimate interest: to provide you with the correct website, ads and notifications that are constantly improving, we use cookies that are (I) key to the proper functioning of the website and (II) used to protect the website.</p> <hr/> <p>Consent: for all other cookies.</p>

**Who can access your personal information?**

In addition to the processing manager, access to personal data may be held by third parties who assist us in providing technical support such as platform or hosting providers, database support and maintenance, as well as software and applications that may contain your data (such services sometimes involve permitted access to your data in order to perform the necessary tasks).

If you use the content on our social media or in applications, a cookie from those networks and applications may be stored on your device. We recommend that you read the Cookies Policy of the listed social media for more information. We do not offer or sell your personal information.

**The place where we store your personal information**

The data collected are stored and processed within the European Economic Area ("EEA").

**How long do we store your personal information?**

We only store your personal information for as long as we need it for exactly the purposes for which we store it in the first place, in order to meet your needs or legal obligations.

To determine the retention period, we are guided by the following criteria:

if you contact us with an inquiry, we store your personal information for the period necessary to process the inquiry; if you have agreed to direct marketing, we store your personal information until you unsubscribe or request that you unsubscribe.

When cookies are stored on your computer, we store them as they serve a purpose (e.g. for the duration of the cookie basket session or cookie ID) or for the duration specified in local regulations and guidelines; we may retain some of your personal information for the purpose of fulfilling your legal and regulatory obligations, as well as for the purpose of managing your rights (for example, accomplishing rights in the courts) or collecting statistics and keeping records.

When we no longer need your personal information, we remove it from the system and archives or turn it into anonymous data so that we can no longer identify you.

**Links to third-party sites and login via social media**

Our website may contain links to other websites. If you visit any of these sites through links, please note that these sites have their own privacy policies and that we are neither authorized nor responsible for them. Please read the policies before submitting personal information to these sites.

We can also offer you the opportunity to apply via social media. If you sign up through social media, please note that you share profile information with us depending on your social media platform settings. Visit the social media platform that is in consideration and review the privacy policy to understand what personal information you share and use in this context.

## YOUR RIGHTS AND CHOICES

Your rights	What it means?
The right to information	You have the right to receive clear, transparent and easily understandable information about how we use your personal information and rights. Therefore, we provide you with the necessary information in these Rules.
The right of access	You have the right to access your personal information provided to us (subject to certain restrictions). If requests are manifestly unfounded, excessive or frequent, we may refuse to comply with the request. To exercise the right of access, please contact our Personal Data Protection Officer (email address below).
The right to rectification	You have the right to request correction of the personal data if it is incorrect or invalid and/or to supplement it if it is incomplete. To exercise the right to rectification, please contact our Personal Data Protection Officer (email address below).
The right to erasure/The right to be forgotten	In some cases, you have the right to request the deletion or removal of personal information, Please note that this is not an absolute right as we may have a legal or legitimate basis for retaining your personal information. If you would like us to delete your personal information, please contact our Personal Data Protection Officer (email address below).
The right to object to direct marketing	You can unsubscribe or opt-out to receive live promotional content at any time. The easiest way to do this is to click on the 'unsubscribe' link in any email or through the promotional content we've sent you. You can also contact our Personal Data Protection Officer (email address below).
The right to withdraw consent to the processing of data based on consent at any time	You can withdraw consent to data processing when data processing is based on your consent. Withdrawal of consent does not affect the lawfulness of processing on the basis of consent prior to its withdrawal. In the table in the section 'what data we collect and how we use it', and especially in the column 'What is the legal basis for the use of your personal data?', we define in which cases data processing is based on your consent. If you wish to object to the withdrawal of consent, please contact our Personal Data Protection Officer (email address below).

The right to object to processing based on legitimate interests	You may object to the processing of data at any time when the processing of the data is based on legitimate interests. In the tables in the section 'what data we collect and how we use it', and especially in the column 'What is the legal basis for the use of your personal data?', we define in which cases data processing is based on legitimate interests. To file a complaint, please contact our Personal Data Protection Officer (email address below).
The right to lodge a complaint with a supervisory authority	You have the right to contact the data protection authority of your country to file a complaint about data protection and the manner of implementation of the privacy policy of the company Komunikacijski laboratorij d.o.o. Do not hesitate to contact us via the details below before submitting a complaint to the data protection authority.
The right to data portability	You have the right to move, copy or transfer data from our database to another database. This right applies only to data provided to us by contract or consent and if the processing is carried out automatically. In the tables in the section 'what data we collect and how we use it', and especially in the column 'What is the legal basis for the use of your personal data?', we define in which cases data processing is based on the execution of a contract or consent. For more details, please contact our Personal Data Protection Officer (email address below).
The right to exclude cookies	<p>You have the right to exclude cookies. Internet browsers are usually programmed to accept cookies by default, but you can easily adjust this by changing your browser settings.</p> <p>Many cookies are used to improve the use or functionality of the website; therefore, disabling cookies may disable the use of certain parts of the website as described in detail in the corresponding Cookie Table.</p> <p>If you wish to restrict or block all cookies included by our website (which may prevent the use of certain parts of the website), you may do so in your browser settings. Learn more with Browser Help.</p>

If you have any questions or concerns about how we handle your personal information and how we use it, or would like to exercise the rights listed above, please contact our Privacy Officer at  
**[dpo@komunikacijskilaboratorij.com](mailto:dpo@komunikacijskilaboratorij.com)**