**Privacy Policy**

Whenever You use this website, you will be subject to the Privacy Statement in force at all times, and You should review that text in order to check that You are in agreement with it. The provision of your data is voluntary, however, please note that if You do not provide us with the required personal data, we may not be able to provide the information, products or services You need or process your request.

Personal data You provide will be kept in a file under the responsibility of FSD d.o.o. for the purposes of:

1. the performance and enforcement of the purchase and sale contract over the products

You have purchased, or of any other contract between You and us; and

2. attending to Your requests.

You have the right to access and correct your personal data and request information about our

data protection policies and procedures. FSD, with registered address at

Nvosadskog sajma 2, Novi Sad 21000, Serbia, being in charge of the file,

undertakes to keep your personal information confidential and to ensure the exercise of your

access, rectification, cancellation and objection rights by sending a letter to the above referred

address or to the registered address of FSD d.o.o., as provided in the paragraph below or by email to [office@fsd.rs](mailto:office@fsd.rs).

Information about our customers’

We handle information relating to our customers’ own customers or end users as a service provider on behalf of our customers. Our use of such information is governed by our agreements with our customers. In addition, such information may be subject to our customers’ own privacy policies. This Privacy Policy does not apply to such information.

Personal information

Personal Information is information that identifies you as an individual or relates to an identifiable individual, including:

* Name
* Company name\*
* PIB\*
* Postal address
* Telephone number
* Email address
* Credit and debit card number

We need to collect and process these types of Personal Information in order to provide the requested Services to you, or because we are legally required to do so. If you do not provide the information that we request, we may not be able to provide you with the requested Services.

\*only for B2B customers

Collection of personal information

We and our service providers may collect Personal Information in a variety of ways, including:

* Through the Services: We may collect Personal Information through the Services, e.g., when you sign up for a newsletter or register.
* From Other Sources: We may receive your Personal Information from other sources, such as public databases, social media platforms (including from people with whom you are friends or otherwise connected) and from other third parties.

Use of personal and other information

We and our service providers use Personal Information for legitimate business purposes, including the following:

* Providing the functionality of the Services and fulfilling your requests.
  + To respond to your inquiries, fulfill your requests, complete your transactions, and provide you with related customer service.
  + To send administrative information to you, such as changes to our terms, conditions and policies, as well as marketing communications that we believe may be of interest.
* We will engage in these activities to manage our contractual relationship with you and/or to comply with a legal obligation.
* Analysis of Personal Information for business reporting and providing personalized services.
  + To personalize your experience on the Services by presenting products and offers tailored to you.
* We will provide personalized services either with your consent or because we have a legitimate interest.
* Accomplishing our business purposes.
  + For data analysis, such as to improve the efficiency of our Services;
  + For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory, or contractual requirements;
  + For fraud and security monitoring purposes, such as to detect and prevent cyberattacks or attempts to commit identity theft;
  + For developing new products and services;
  + For enhancing, improving, or modifying our Services;
  + For identifying usage trends, such as understanding which parts of our Services are of most interest to users;
  + For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users; and
  + For operating and expanding our business activities, such as understanding which parts of our Services are of most interest to our users so we can focus our energies on meeting our users’ interests.
* We engage in these activities to manage our contractual relationship with you, to comply with a legal obligation, and/or because we have a legitimate interest.

In addition, we have a legitimate interest in using, disclosing

Other Information is any information that does not reveal your specific identity or does not directly relate to an identifiable individual, such as:

* Browser and device information
* Information collected through cookies, pixel tags and other technologies
* Demographic information and other information provided by you that does not reveal your specific identity
* Information that has been aggregated in a manner such that it no longer reveals your specific identity.

Through your browser or device: Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Services you are using. We use this information to ensure that the Services function properly.

Using cookies: More about this in Information on cookies.