

Personal Data Protection Policy

Last Updated: 30/09/2024

1. Purpose

The purpose of this Personal Data Protection Policy is to outline how **Damiba trade doo** ("we", "us", or "our") collects, uses, stores, and protects personal data in compliance with applicable data protection laws by the Law on the Protection of Personal Data (if you are a resident of the Republic of Serbia) and the General Regulation of the European Union on the Protection of Personal Data (GDPR - if you are a resident of the EU).

2. Scope

This policy applies to all employees, contractors, and third parties who handle personal data on behalf of **Damiba trade doo**

3. Definition of Personal Data

Personal data refers to any information that relates to an identified or identifiable individual. This includes, but is not limited to, names, addresses, email addresses, phone numbers, identification numbers, and online identifiers.

4. Data Collection

We collect personal data through various means, including:

- **Direct interactions:** When you provide information by filling out forms, subscribing to our services, or contacting us.
- **Automated technologies:** We may collect data through cookies and similar tracking technologies as you interact with our website.

5. Purpose of Data Processing

We process personal data for the following purposes:

- To provide, manage, and improve our services
- To communicate with you, including responding to inquiries and providing customer support
- To comply with legal obligations and regulatory requirements
- To analyze usage and improve the functionality of our website

6. Legal Basis for Processing

We will only process personal data where we have a legal basis to do so. The legal bases include:

- **Consent:** You have given us clear consent to process your personal data for a specific purpose.

- Contractual necessity: Processing is necessary for the performance of a contract with you.
- Legal obligation: We must comply with a legal obligation.
- Legitimate interests: We have a legitimate interest in processing your data, provided that this interest is not overridden by your rights.

7. Data Retention

We will retain personal data only for as long as necessary to fulfill the purposes for which it was collected and to comply with legal obligations.

8. Data Security

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it from unauthorized access, loss, or disclosure. These measures include:

- Encryption of sensitive data
- Regular security assessments and audits
- Access controls to limit data access to authorized personnel only

9. Data Subject Rights

You have the following rights regarding your personal data:

- Right to access your personal data
- Right to rectify inaccuracies
- Right to request deletion of your data
- Right to restrict processing
- Right to data portability
- Right to object to processing

To exercise any of these rights, please contact us using the information provided below.

10. Changes to This Policy

We may update this Personal Data Protection Policy from time to time. We will notify you of any changes by posting the new policy on our website and updating the "Last Updated" date.

11. Contact Us

If you have any questions about this Personal Data Protection Policy or your personal data, please contact us:

- **Email:** info@damiba.rs
- **Address:** Damiba trade doo, Bulevar Kralja Aleksandra 249, 11000 Belgrade, Serbia