

## 1. DEFINITION OF TERMS

I. The current privacy policy of personal data (hereinafter referred to as the Privacy Policy) works with the following concepts:

1. »Site Administration" This is the name of the specialists representing the interests of the organization, whose responsibilities include managing the site, organizing and (or) processing the received personal data on it. To fulfill these responsibilities, they must clearly understand why the information (personal data) is processed, what information (personal data) must be processed, what actions (operations) must be performed with the information (personal data) received.
2. "Personal data" - information that is directly or indirectly related to a specific or identifiable individual (also called the subject of personal data).
3. "Processing of personal data" - any operation (action) the Administration performs with personal data. It can be collected, recorded, systematized, accumulated, stored, refined (updated or modified if necessary), extracted, used, transmitted (distributed, provided, made available to them), depersonalized, blocked, deleted and even destroyed. These operations (actions) can be performed both automatically and manually.
4. "Confidentiality of personal data" is a mandatory requirement for the Operator or other official working with the User's data to keep the information received in secret, not letting outsiders know about it, if the User who provided the personal data has not expressed his consent, and there is no legal basis for disclosure.
5. "User of the website" (hereinafter referred to as the User) "- a person who has visited the website and has used its programs and products.
6. "Cookies" is a short piece of data sent by a web browser or web client to a web server in an HTTP request, whenever the User tries to open a page of the online store. The fragment is stored on the User's computer.
7. "IP-address" is a unique network address of a node in a computer network built using the TCP / IP protocol.

## II. GENERAL PROVISIONS

Browsing the site, as well as using its programs and products, implies automatic consent to the Privacy Policy adopted there, which implies the provision of personal data by the User for processing.

1. If the User does not accept the existing Privacy Policy, the User must leave the site.
2. The existing Privacy Policy applies only to the site. If the User enters the resources of third parties following the links posted on the site, the Site is not responsible for his actions.
3. Checking the accuracy of personal data that the User who has accepted the Privacy Policy decided to report is not the responsibility of the Site Administration.

### III. SUBJECT OF THE PRIVACY POLICY

According to the current Privacy Policy, the Administration is obliged not to disclose personal data provided by Users who register on the site or place an order for the purchase of goods, and also to provide this data with absolute confidentiality.

1. To provide personal data, the User fills out the electronic forms located on the website. The User's personal data that are subject to processing are: 1. his last name, first name, patronymic; 2. his contact phone number; 3. his email address (e-mail);
2. The protection of data automatically transmitted when viewing ad units and visiting pages with statistical system scripts (pixels) installed on them is carried out by the site. Here is a list of this data: IP address; information from cookies; information about the browser (or other program through which the display of advertising becomes available); time of visiting the site; the address of the page on which the ad unit is located; referrer (address of the previous page).
3. Disabling cookies may result in the inability to access parts of the site that require authorization.
4. Any other personal information not specified above (about when and what purchases were made, which browser was used, which operating system was installed, etc.) is securely stored and not distributed. The existing Privacy Policy provides an exception for the cases described in cl. 5.2 and 5.3.

### IV. PURPOSES OF COLLECTING PERSONAL USER INFORMATION

The collection of the User's personal data by the Administration of the online store is carried out in order to:

1. Identify the User who has passed the registration procedure on the site in order to place an order and (or) purchase a product or service on this site remotely.
2. To provide the User with access to the personalized resources of this site.
3. To establish feedback with the User, which means, in particular, sending requests and notifications regarding the use of the site, processing user requests and applications, and providing other services.
4. Determine the the location of the User in order to ensure the security of payments and prevent fraud.
5. Confirm that the data provided by the User is complete and correct.
6. Process and receive payments, confirm tax or tax benefits, dispute a payment, determine whether it is appropriate to provide a specific User with a credit line.
7. Provide the User with the fastest possible solution to the problems encountered when he use the site, through effective customer and technical support.
8. Timely inform the User about the updated products, familiarize him with unique offers, new prices, news about the activities of the site or partners and other information, if the User expresses his consent to this.
9. Advertise the products of the site, if the User expresses his consent to that.
10. Provide the User with access to the sites or services of the site, thereby helping him to receive products, updates and services.

## V. METHODS AND TERMS OF PROCESSING PERSONAL INFORMATION

The term for processing the User's personal data is not limited by anything. The processing procedure can be carried out in any way provided by law. In particular, with the help of personal data information systems, which can be conducted automatically or without automation tools.

1. The personal data of the User processed by the Site Administration may be transferred to third parties, including courier services, postal organizations, telecommunication operators. This is done in order to fulfill the User's order left by him on the site and deliver the goods to the address. The User's consent to such a transfer is provided by the rules of the site's policy.

2. Personal data processed by the Site Administration may be transferred to the authorized bodies of state power of the Russian Federation, if this is carried out legally and in the manner prescribed by Russian legislation.
3. If personal data is lost or disclosed, the User is notified of this by the Site Administration.
4. All actions of the Site Administration are aimed at preventing third parties from accessing the User's personal data (except clauses 5.2, 5.3). They should not be able to access this information even by accident, so that they do not destroy it, change it, block it, copy it or distribute it, and do not commit other illegal actions. The Administration set up organizational and technical measures to protect user data.
5. If personal data is lost or disclosed, the Site Administration together with the User are ready to take all possible measures to prevent losses and other negative consequences caused by this situation.

## VI. OBLIGATIONS OF THE PARTIES

The responsibilities of the User include:

1. Submitting information about himself that meets the requirements of the site.
2. Updating and supplementing the information provided by him in the event of a change.

The duties of the Site Administration include:

1. Application of the information received only for the purposes specified in clause 4 of the Privacy Policy.
2. Ensuring the confidentiality of information received from the User. It should not be disclosed unless the User gives written permission to do so. Also, the Administration does not have the right to sell, exchange, publish or disclose in other ways the personal data transferred by the User, excluding cl. 5.2 and 5.3 of the existing Privacy Policy.
3. Taking precautions so that the User's personal data stays strictly confidential, just as this kind of information remains confidential in modern business.
4. Blocking of personal user data from the moment from which the User or his legal representative makes a corresponding request. The right to make a request for

blocking is also provided to the person authorized to protect the rights of the User who has provided the Site Administration with his data for the period of verification, in case of unreliability of the reported personal data or illegal actions.

## VII. LIABILITY OF THE PARTIES

In case of non-fulfillment by the Site Administration of its own obligations and, as a result, the User's losses incurred due to the unlawful use of the information provided by him, the responsibility rests with Site Administration. This, in particular, is approved by Russian legislation. The currently existing Privacy Policy makes an exception for the cases reflected in cl. 5.2, 5.3 and 7.2.

But there are a number of cases when the Site Administration is not responsible if user data is lost or disclosed.

This happens when they:

1. Become public property before they were lost or disclosed.
2. Were provided by third parties before they were received by the Site Administration.
3. Disclosed with the consent of the User.

## VIII. DISPUTE RESOLUTION

If the User is dissatisfied with the actions of the Site Administration and intends to defend his rights in court, before filing a claim, he must make a claim (in writing form make an offer to settle the conflict voluntarily).

1. The Administration that received the claim is obliged, within 30 calendar days from the date of its receipt, to notify the User in writing form about its consideration and the measures taken.
2. If both parties failed to agree, the dispute is referred to the judicial authority, where it must be considered in accordance with the current Russian legislation.
3. The regulation of the relationship between the User and the Site Administration in the Privacy Policy is carried out in accordance with the current Russian legislation.

## IX. ADDITIONAL TERMS

The site administration has the right to change the current Privacy Policy without asking the User for consent.

1. The entry into force of the new Privacy Policy begins after information about it is posted on the site, unless the changed Policy implies a different placement option.
2. All suggestions, wishes, requirements or questions about this Privacy Policy should be reported in the feedback section, or by sending an email to [hello@embrymama.ru](mailto:hello@embrymama.ru)

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