

PRIVACY POLICY

This Privacy Policy sets out the procedure for obtaining, storing, processing, and protecting the personal data that **SELLSMART-UA** receives from users of the website (hereinafter — “**User**”).

1. DEFINITIONS

1.1 **Website** — the website available on the Internet at [**SELLSMART-UA.com**].

1.2 **Personal Data** — any information relating directly or indirectly to an identified or identifiable natural person.

1.3 **Processing of Personal Data** — any operation or set of operations performed on personal data, with or without the use of automated means, including collection, recording, systematisation, accumulation, storage, clarification (updating, modification), retrieval, use, transfer (distribution, provision, access), anonymisation, blocking, deletion, or destruction of personal data.

1.4 **User** — an individual who uses the Website and provides his or her personal data to the Company.

2. GENERAL PROVISIONS

2.1 This Privacy Policy forms an integral part of the Public Offer Agreement posted on the Website.

2.2 By using the Website, the User agrees to the terms of this Privacy Policy and consents to the processing of his or her personal data in accordance with this Policy.

2.3 If the User disagrees with the terms of this Privacy Policy, the User must stop using the Website.

3. COLLECTION OF PERSONAL DATA

3.1 The Company collects the following personal data from Users:

3.1.1 Full name;

3.1.2 Contact phone number;

3.1.3 Email address;

3.1.4 Other personal data provided by the User when filling out a Request on the Website.

3.2 The Company may also collect and process anonymised User data, such as cookies.

4. PURPOSE OF PERSONAL DATA PROCESSING

4.1 **Providing Services Ordered by the User** – deliver the Site, blog posts, and any resources you request.

4.2 **Establishing Feedback with the User** – respond to questions or comments you submit via forms or email.

4.3 **Sending Informational and Promotional Materials** – dispatch newsletters or product updates you have opted-in to receive (each email contains an unsubscribe link).

4.4 **Publishing & Improving Content** – understand what topics resonate with readers and refine our editorial focus.

4.5 **Analytics & Security** – monitor Site performance, detect fraud, and protect against misuse.

4.6 **Recruitment** – review applications for open roles when you voluntarily submit career information.

5. STORAGE AND PROTECTION OF PERSONAL DATA

5.1 The Company stores Users' personal data for the period necessary to achieve the purposes of data processing.

5.2 The Company takes the necessary organisational and technical measures to protect Users' personal data from unauthorised access, destruction, alteration, blocking, copying, distribution, and from other unlawful actions by third parties.

6. TRANSFER OF PERSONAL DATA

6.1 The Company may transfer Users' personal data to third parties in the following cases:

- 6.1.1 The User has given consent to such actions;
- 6.1.2 The transfer is necessary for the provision of Services to the User;
- 6.1.3 The transfer is required by the laws of Ukraine.

6.2 The Company may transfer personal data to Instructors who provide Services to Users.

7. USER RIGHTS

7.1 Users have the right to:

- 7.1.1 Access their personal data;
- 7.1.2 Request the rectification, blocking, or deletion of their personal data if such data are

incomplete, outdated, inaccurate, unlawfully obtained, or unnecessary for the stated purpose of processing;

7.1.3 Withdraw consent to the processing of personal data;

7.1.4 Protect their personal data from unlawful processing and accidental loss, destruction, damage due to intentional concealment, misrepresentation, or improper processing.

7.1.5 Data portability in a structured, machine-readable format. To exercise these rights, email welcome@sellsmart-ua.com. We will respond within one month.

8. CHANGES TO THE PRIVACY POLICY

8.1 The Company reserves the right to make changes to this Privacy Policy. If changes are made, the date of the latest update will be indicated in the new version of the Policy.

8.2 Changes to the Privacy Policy take effect from the moment they are posted on the Website, unless otherwise provided by the new version of the Policy.

9. FEEDBACK

9.1 If you have any questions or suggestions regarding this Privacy Policy, you may contact the Company at:

9.1.1 Email address: welcome@sellsmart-ua.com