

## PRIVACY POLICY AND COOKIES

### Who are we?

The company Formatura d.o.o., Omladinskih brigada 152/23, info@formatura.rs, 063640288 processes your personal data.

### What personal information do we collect?

Formatura may collect, store, analyze and use the following personal information when providing the service:

- a. information about your computer and visits to our websites (including your IP address, geographical location, type and version of the browser you use, operating system, length of visit, which pages you viewed and which way);
- b. information you provide to us when completing the registration form on our site (including name, country, email address);
- c. information you provide to us while using our services, ie. which are generated during the use of our services (including time spent on the site, frequency of use of the site, etc.);
- d. any personal information you choose to send us;
- e. information you provide to us for the purpose of subscribing to our email / sms lists and / or newsletters (including your name, email address and telephone number);
- f. your learning processes and test results recorded within our platform

### When do we collect personal information?

We collect information from you when you visit our sites and / or log in to use our services.

Formatura can also collect your data from publicly available databases if needed.

### How do we use your information? Purpose of processing and legal basis

The form collects and processes personal data exclusively in accordance with the applicable regulations of the Republic of Serbia, in order to provide its services, protect its legitimate (business) interests, improve its services and user experience, protect the interests of its users, preserve user safety and preserve public interest. and public safety.

Formatura uses the data it collects for the following purposes:

- To provide basic services - creating user accounts to access the platforms we offer, transaction processing, customer support, communication with customers.

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- For marketing purposes.
- To personalize your experience on the site (your information helps us better respond to your individual needs)
- To improve our website (we are constantly striving to improve the offerings of our websites based on the information and feedback we receive from you)
- To protect our site (your IP address may be blocked if you try to harm the site in any way)
- To send periodic emails (the email address you provide to process your account can be used to send information and updates related to your order, in addition to receiving occasional company news, updates, related products or company services, advertisements, etc.)

Formatura process personal data on the following bases:

consent of the user, legitimate interest, conclusion or execution of the contract. You can withdraw your consent at any time by contacting Formatura on our phone 063640288 or by sending an e-mail to [info@formatura.rs](mailto:info@formatura.rs).

## How do we protect your information?

Formatura store your personal data in databases and on servers protected by modern security technologies, such as SSL encryption of your browser's communication with servers. We entrust access to your data and their processing exclusively to our employees who have undergone adequate training. Formatura continuously implements measures to protect the security of your personal data, which include modern work processes, the use of modern security technologies, and physical security measures of servers and other equipment. We keep the data for the duration necessary to ensure the uninterrupted provision of services to users, ie. fulfillment of our contractual obligation.

Formatura d.o.o. protects your data by using the following protection measures - antivirus protection and system of privileges and roles.

## Do we use "cookies"?

Yes. Cookies are small files that a site, or its service provider, transfers to your computer's hard drive through a web browser (if you allow it) that allows systems, or service providers, to recognize your browser and record and store certain information. For example, they are used to help us understand your settings based on previous or current activity on the website, which allows us to provide you with enhanced services. We also use cookies to help us collect aggregate data about site traffic and site interactions so that we can offer better site experiences in the future.

We use cookies for:

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- Understand and save user settings for future visits.
- Compilation of aggregate data on site traffic and site interactions to offer a better site experience in the future.
- For marketing purposes.

You can choose to have your computer alert you each time a cookie is downloaded, or you can choose to turn off all cookies. You do this through browser settings. Since the browser is a little different, see the browser's help to find out the correct way to change cookies. If you turn off cookies, some features that create a website may not work properly.

Below is a list of cookies we use:

The name of the cookie	Explanation	Type
CookieConsent	this cookie remembers whether the user has accepted cookies or for a given domain	Necessary
PHPSESSID	this cookie is used to track user sessions	Necessary
__cfduid	this cookie is used to identify secure web traffic	Necessary
__cfuid	this cookie is used to securely deliver web content	Necessary
_zlcstore	this cookie is necessary for the live-chat function to function properly	Necessary
ZD-suid	this cookie registers a unique user ID for the live-chat function	Necessary
_ga	this cookie registers the user ID to track how the user uses the site. Used by Google Analytics.	Analytically
_gat	this cookie registers the user ID to track how the user uses the site. Used by Google Analytics.	Analytically
_gid	this cookie registers the user ID to track how the user uses the site. Used by Google Analytics.	Analytically
AWSALB	this cookie registers which server delivers content to the user, takes care of server congestion in order to optimize the site for the user	Analytically

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ZD-buid	this cookie registers the user ID when revisiting the site	Analytically
ZD-currentTime	this cookie registers the date and time of the user's last visit to the site	Analytically
cookiebar	this cookie stores information about the given consent of the user	Analytically
ab_t	Vimeo uses this cookie for its analytics	Marketing
ads/ga-audiences	this cookie is used to convert visitors to users of the site based on the behavior of visitors to the site. Used by Google Adwords	Marketing
IDE	this cookie tracks user behavior after clicking on the ad	Marketing
pagead/1p-user-list/#	this cookie tracks user interactions on the site	Marketing
player	this cookie is used for the proper functioning of the video player on the site	Marketing
sync_active	this cookie stores user preferences when using the video player on the site	Marketing
test_cookie	this cookie is used to check if the user's browser supports cookies	Marketing
vuid	Vimeo uses this cookie for its analytics	Marketing
ZD-store	this cookie registers whether users have been shown the ZenDesk Answer Bot, a live chat function	Marketing
__zlcmid	this cookie preserves user preferences when used	Marketing
zte#	this cookie registers the user ID that identifies the device from which the user accesses the chat session	Marketing

## Disclosure of information to third parties

We do not sell, trade or otherwise send your personal information to third parties unless we provide prior notice to users. This does not include web hosting partners and other partners who assist in the operation of our website, the conduct of our business or the provision of services to our customers, as long as those parties agree to keep this information confidential. We may also disclose information when

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appropriate to comply with the law, enforce our policies in the field, or protect our or other rights, property, or security.

### **Third party links**

From time to time, at our discretion, we may include or offer third-party products and services on our website. These third parties have separate and independent privacy policies. Therefore, we have no responsibility or liability for the content and activities of these linked sites. We want to protect the integrity of our site.

### **Online privacy policy**

This online privacy policy applies only to information collected on our website, and not to information collected offline.

### **Citizens' rights**

You have the following rights regarding the processing of your personal data:

- Confirmation of whether we are processing your personal data;
- Access to your personal information;
- Correction of your identity data in the event of an error;
- Deleting your personal information;
- Stopping the processing of your personal data;
- Refusal to have your personal data processed;
- Transfer of personal data to another service provider;
- In the case of automated processing of personal data and decision-making, the right to human intervention, express an opinion on the decision or challenge the decision.

You can exercise your rights by contacting Formatura d.o.o. in the following ways:

Omladinskih brigada 152/23, [info@formatura.rs](mailto:info@formatura.rs), 063640288

[info@formatura.rs](mailto:info@formatura.rs)



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### Supervisor:

The competent body for the protection of personal data is the Commissioner for Information of Public Importance and Personal Data Protection of the Republic of Serbia. You can contact the authority at the address Bulevar kralja Aleksandra 15, 11000 Belgrade, Republic of Serbia, by email at [office@poverenik.rs](mailto:office@poverenik.rs) or by phone at +381 11 3408 900.

### Contact us

If you have any questions regarding this Privacy Policy, you may contact us using the information below:

[info@formatura.rs](mailto:info@formatura.rs)

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