

Privacy Policy

Date of last update: February 18, 2025

1. General Provisions

1.1. This Privacy Policy is developed in accordance with the EU General Data Protection Regulation (GDPR) and defines the procedure for processing personal data and measures to ensure the security of personal data for **BV MEDIA CORPORATION SRL** (the "Company").

1.2. This Policy applies to all information received about visitors to the website <https://ik.bellavlati.com/en> (the "Site", "Services").

1.3. By using the Site, the User expresses full consent to the terms of this Policy.

2. Purposes of Data Collection

2.1. The Company processes data for: Identification of the User; Delivery of digital services and non-exclusive licenses; Transactional and marketing communication; and Site analytics/improvement.

3. Types of Information Collected

3.1. **User-Provided Data:** Name, email, phone number, date of birth, and home address.

3.2. **Automatically Collected Data:** IP address, cookies, and browser information.

4. Legal Basis and Retention

4.1. **Legal Basis:** Data is processed based on: (a) contract performance; (b) compliance with Romanian tax laws; and (c) explicit consent for marketing.

4.2. **Retention:** Data is stored for the duration of the active subscription plus 10 years to comply with Romanian accounting regulations.

5. User Rights (GDPR Compliance)

5.1. Users have the right to access, rectify, or erase their data ("right to be forgotten"), restrict processing, data portability, and the right to object to processing.

5.2. **Complaints:** Users may lodge a complaint with the Romanian National Supervisory Authority (ANSPDCP) at www.dataprotection.ro.

6. Third-Party Transfers

6.1. Data is shared with trusted partners including payment processors (**Stripe/PayPal**) and fulfillment centers. Transfers outside the EEA are protected by Standard Contractual Clauses.

7. Contact Information BV MEDIA CORPORATION SRL

- **Reg. No:** J2020001021350 | **Tax ID:** 42485343
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