

MAXIM INVESTMENT D.O.O.

Privacy Policy

To ensure the protection of your privacy and provide transparency regarding the collection, use, connection, disclosure, and processing of personal data, we operate in accordance with this Privacy Policy.

General information

Prije prikupljanja podataka, Online prodavnica obavještava kupce na koje se podaci odnose o sledećem:

- The Online Store is established by the company Maximinvestment d.o.o., located at Moskovska Street 35.
- The legal entity responsible for data collection is Maximinvestment d.o.o., located at Moskovska Street 35.
- The primary purpose of data collection and processing is to ensure the smooth operation of the Online Store, user security, and to enable e-commerce activities for visitors of the Online Store in accordance with the law.
- The collected data is used in a manner that enables the identification of participants in e-commerce, following good business practices, maintaining trade secrets, and in compliance with the Law on Personal Data Protection and other relevant legal sources in the field of personal data protection.
- All state authorities that, based on the law and/or a court decision, have the right to access the data.
- Providing personal data is voluntary, and no one who does not wish to use the Online Store is obligated to provide any data. However, providing data is mandatory for registration and purchases in the Online Store.
- Individuals who have consented to the collection and processing of their data may withdraw their consent at any time and without explanation. This

withdrawal legally terminates their status as a user of the Online Store and ceases any further data collection for the individual who withdrew their consent.

- In cases of unlawful processing, individuals have the right to personal data protection as well as other rights granted under the Law.

Data Collection

To successfully process customer orders, customers must provide the Online Store with the following information: full name, address, email, and phone number. Using this information, the Online Store can deliver the ordered goods and inform customers about the current status of their orders.

The Online Store collects only the necessary and essential data about customers/users, as well as information required for business operations and user communication, in accordance with good business practices and with the goal of providing quality service. By signing up or registering on the Online Store, users agree to receive notifications via email, SMS, and Viber. The Online Store offers customers the option to choose whether or not to unsubscribe from mailing, SMS, and Viber lists used for marketing campaigns.

Data Security

The Online Store will take reasonable technical and organizational precautions to prevent the loss, misuse, or alteration of customers' personal data. Personal data provided by customers will be stored on secure servers (protected by passwords and firewalls). All electronic transactions made by customers will be encrypted using SSL technology.

However, the transmission of data over the internet is inherently insecure, and the Online Store cannot guarantee the absolute security of data sent over the internet.

Customers are solely responsible for safeguarding their passwords and account details.

Availability of Collected Customer Information

Customers may request the Online Store to provide any personal information the store holds about them. By registering, customers explicitly consent to the use of their personal data for marketing campaigns. However, customers may request at any time that the Online Store ceases processing their personal data for marketing purposes.

The information collected by the Online Store may be stored, processed, and transferred to all countries that are signatories to the Council of Europe's Convention for the Protection of Individuals with regard to Automatic Processing of Personal Data, enabling the use of the information in accordance with this Privacy Policy. By registering on the Online Store, customers explicitly consent to such transfers of their personal data.

Data Retention Period and Updates

Your personal data will not be retained longer than necessary to fulfill the purpose for which it was collected. If the retention period for personal data is prescribed by law, Maximinvestment d.o.o. will retain the data for the legally required period. After the purpose has been fulfilled or the legally prescribed retention period has expired, the data will be permanently deleted.

In certain cases, personal data may be retained for a longer period to meet legal obligations (e.g., under accounting laws) or to establish, exercise, or defend legal claims, in accordance with applicable regulations and laws.

Customers are required to notify the Online Store if any of their registered personal data needs to be corrected or updated.

Validity of the Privacy Policy

The Online Store may update this Privacy Policy from time to time by posting and adopting amendments to it. Customers are hereby advised to periodically check the Online Store for any updates to the Privacy Policy. Additionally, the Online Store may inform customers about changes to the Privacy Policy via email, SMS, or Viber.