

# **Privacy Policy**

## **Hypefy World d.o.o.**

### **1. Introduction**

Hypefy World d.o.o. ("we," "us," or "our") is committed to protecting your personal data. This privacy policy explains how we collect, use, and protect your information in compliance with the General Data Protection Regulation (GDPR). By using our services, you agree to the terms outlined in this privacy policy.

### **2. Objectives for Data Collection**

We collect personal data for the following purposes:

- Communication with you regarding our services and updates
- Distribution of newsletters and promotional materials
- Connecting with business entities for advertising and social media campaigns
- Sending promotional packages agreed upon as part of collaborations

### **3. Categories of Data Subjects**

We collect and process data from the following categories of data subjects:

- Website visitors
- Clients
- Individuals participating in our promotional campaigns

### **4. Data We Collect**

In accordance with the GDPR, we collect the following personal data:

- First and last name
- E-mail address
- Date of birth
- Phone/mobile number
- Address

### **5. Use of Personal Data**

The collected data will be used solely for the purposes stated above. We ensure that your data is processed lawfully, fairly, and in a transparent manner. Your data will only be used for the duration necessary to achieve the purposes for which it was collected or until you withdraw your consent.

### **6. Data Retention**

We retain your personal data for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## 7. Your Rights

You have the following rights regarding your personal data:

- **Right to Access:** You can request access to the personal data we hold about you.
- **Right to Rectification:** You can request correction of any inaccurate or incomplete data.
- **Right to Erasure:** You can request deletion of your personal data, subject to certain conditions.
- **Right to Restrict Processing:** You can request restriction of the processing of your personal data in certain circumstances.
- **Right to Data Portability:** You can request to receive your personal data in a structured, commonly used, and machine-readable format and have the right to transmit that data to another controller.
- **Right to Object:** You can object to the processing of your personal data in certain circumstances.
- **Right to Withdraw Consent:** You can withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

## 8. Data Security

We implement appropriate technical and organizational measures to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access.

## 9. Sharing of Personal Data

Only authorized personnel of Hypefy World d.o.o. and data processing executors who maintain our website have access to your data. They process data only in accordance with our instructions and are subject to a duty of confidentiality.

## 10. Cookie Policy

We use cookies to enhance your experience on our website. For detailed information on how we use cookies and your choices regarding cookies, please see our Cookie Policy linked on [www.hypefy.ai](http://www.hypefy.ai)

## 11. Changes to This Privacy Policy

We may update this privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on this page. You are advised to review this privacy policy periodically for any changes.

## 12. Contact Us

If you have any questions about this privacy policy or our data practices, please contact us at:

- **Address:** Selska cesta 217
- **Email:** [hello@hypefy.ai](mailto:hello@hypefy.ai)
- **Phone:** [+385916084426](tel:+385916084426)

### **13. Supervisory Authority**

If you believe that we are not processing your personal data in accordance with the law, you have the right to file a complaint with the supervisory authority.

Thank you for trusting Hypefy World d.o.o. with your personal data. We are committed to ensuring its protection and your privacy.

### **14. Third Party Processors**

Our carefully selected partners and service providers may process personal information about you on our behalf as described below:

We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors include:

(i)Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: [dpo@sopro.io](mailto:dpo@sopro.io).”

“Digital Marketing Service Providers