

PRIVACY NOTICE

Latest update: 06 January 2023.

This privacy notice is for website and store "Tarasova Gora" TM ("Company", "we", "us" or "our") describes how and why we may collect, store, use and/or share ("process") your information when you use our services ("Services"), for example, when you:

- Visit our website at <https://tarasovagora.ua/> or any other website that links to this privacy notice.
- Interact with us in other appropriate ways, including any sales, marketing or events.

Questions or concerns? Reading this privacy notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you still have questions or problems, please contact us at info@tarasovagora.ua.

OVERVIEW OF KEY POINTS

This summary contains key points from our privacy notice.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information based on how you interact with "Tarasova Gora" TM and the Services, the choices you make and the products and features you use. Click here to learn more.

Do we process any sensitive personal information? We do not process confidential personal information.

Do we receive any information from third parties? We may receive information from public databases, marketing partners, social media platforms and other external sources. Click here to learn more.

How do we process your information? We process your information to provide, improve and administer our Services, communicate with you, ensure security and prevent fraud, and comply with the law. We may also process your information for other purposes with your consent. We only process your information when we have a compelling legal reason to do so.

In what situations and to which parties do we share personal information? We may share information in certain situations and with certain categories of third parties.

What are your rights? Depending on where you are located geographically, privacy law may mean that you have certain rights regarding your personal information.

How can I exercise my rights? The easiest way to exercise your rights is to contact us via e-mail shop@tarasovagora.ua or by phone +380 (67) 553-40-53 . We will consider any request and take action in accordance with data protection laws.

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1. WHAT INFORMATION DO WE COLLECT?

Personal information you disclose to us

Short: we collect the personal information you provide.

We collect personal information that you voluntarily provide to us when you register for the Services, express interest in receiving information about us or our products and Services, when you participate in the Services or otherwise contact us.

Personal information provided by you. The personal information we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use.

The personal information we collect may include:

- names
- Email address
- phone numbers
- usernames
- contact data
- debit/credit card numbers
- payment addresses
- contact or authentication data
- passwords
- postal addresses

Confidential information

We do not process confidential information.

Payment data.

We do not collect data necessary to process your payment if you make purchases, such as your payment method number (such as a credit card number) and the security code associated with your payment method. All payment data is stored in the Privat Bank or PayPal payment system, depending on your choice. you can find conditions about confidentiality on the websites of these organizations.

Data for entering social networks. We may enable you to register with us using your existing social network account details, such as your Facebook, Twitter or other social network account. If you choose to register in this way, we will collect the information described in HOW DO WE WORK WITH YOUR SOCIAL ACCOUNTS? lower.

All personal information you provide to us must be true, complete and accurate, and you must notify us of any changes to such personal information.

Automatically collected information

Short: some information, such as your Internet Protocol (IP) address and/or browser and device characteristics, is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use or navigate the Services. This information does not identify you specifically (such as your name or contact information), but may include device and usage information such as your IP address, browser and device characteristics, operating system, language settings, link URLs, device name, country, location. , information about how and when you use our Services, and other technical information. This information is primarily necessary to ensure the security and operation of our Services, as well as for our internal analytics and reporting.

Like many companies, we also collect information using cookies and similar technologies.

The information we collect includes:

Log Data and Usage.

Log and Usage Data is service, diagnostic, usage, and performance-related information that our servers automatically collect when you access or use our Services and that we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity on the Services (such as date/time stamps associated with your usage), viewed pages and files), searches and other activities you do, such as what features you use), information about device events (such as system activity, error reports (sometimes called "crash dumps") and hardware settings).

These devices.

We collect device data, such as information about your computer, phone, tablet or other device you use to access the Services. Depending on the device used, this data may include information such as your IP address (or proxy server), device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile operator, operating system system and system configuration information.

Location data.

We collect location data, such as information about the location of your device, which may or may not be accurate. The amount of information collected depends on the type and settings of the device you use to access the Services. For example, we may use GPS and other technologies to collect geolocation data that tells us your current location (based on your IP address). You can prevent us from collecting this information by either denying access to the information or by turning off the Location settings on your device. However, if you choose to opt out, you may not be able to use certain aspects of the Services.

Information collected from other sources

Short: we may collect limited data from public databases, marketing partners, social media platforms and other external sources.

To improve our ability to provide you with relevant marketing materials, offers and services, and to update our records, we may receive information about you from other sources, such as public databases, joint marketing partners, affiliate programs, data providers, social media platforms, and from other third parties. This information includes postal addresses, job titles, e-mail addresses, phone numbers, intent data (or user behavior data), Internet Protocol (IP) addresses, social media profiles, social media URLs, and customizable profiles for purposes of advertising and events. increase. If you interact with us on a social networking platform using your social networking account (such as Facebook or Twitter), we receive personal information about you, such as your name, email address and gender. Any personal information we collect from your social media account,

2. HOW DO WE PROCESS YOUR INFORMATION?

Short: we process your information to provide, improve and administer our Services, communicate with you, ensure security and prevent fraud, and comply with the law. We may also process your information for other purposes with your consent.

We process your personal information for various reasons, depending on how you interact with our services, including:

- To facilitate account creation and authentication, and to otherwise manage user accounts. We may process your information to enable you to create and log in to your account and to maintain your account.
- Provide and facilitate the provision of services to the user. We may process your information to provide you with the service you require.
- Respond to user inquiries/offer user support. We may process your information to respond to your requests and to resolve any potential issues you may have with the requested service.
- To send you administrative information. We may process your information to send you information about our products and services, changes to our terms and policies, and other similar information.

- To fulfill and manage your orders. We may process your information to fulfill and manage your orders, payments, returns and exchanges made through the Services.
- To provide communication between users. We may process your information if you choose to use any of our offerings that allow you to communicate with another user.
- To request feedback. We may process your information when necessary to solicit feedback and contact you about your use of our services.
- To send you marketing and promotional messages. We may process the personal information you submit to us for our marketing purposes if it is in your marketing interests. You can opt out of our marketing communications at any time. For more information, see "WHAT ARE YOUR PRIVACY RIGHTS?" lower).
- To provide targeted advertising. We may process your information to develop and display personalized content and advertising based on your interests, location and more.
- To protect our services. We may process your information as part of our efforts to secure our Services, including fraud monitoring and prevention.
- To identify usage trends. We may process information about how you use our services to better understand how they are used so that we can improve them.
- To determine the effectiveness of our marketing and advertising campaigns. We may process your information to better understand how to deliver marketing and advertising campaigns that are most relevant to you.
- To preserve or protect the vital interests of a person. We may process your information when necessary to preserve or protect a person's vital interests, for example to prevent harm.

3. ON WHAT LEGAL BASIS DO WE PROCESS YOUR INFORMATION?

Short: we only process your personal information when we believe it is necessary and we have a good legal reason (i.e. legal basis) for doing so under applicable law, for example with your consent, to comply with laws, to undertake or fulfill our contractual obligations obligations, protect your rights or fulfill our legitimate business interests.

If you are in Ukraine, EU or UK, this section applies to you.

The General Data Protection Regulation (GDPR) and the UK GDPR require us to explain the valid legal grounds we rely on when processing your personal information. Therefore, we may rely on the following legal grounds to process your personal information:

- Consent. We may process your information if you have given us permission (i.e. consent) to use your personal information for a specific purpose. You can withdraw your consent at any time. [Click here to learn more.](#)
- Execution of the contract. We may process your personal information when we believe it is necessary to fulfill our contractual obligations to you, including the provision of our Services, or at your request prior to entering into a contract with you.
- Legitimate interests. We may process your information when we believe it is reasonably necessary to achieve our legitimate business interests and those interests do not override your interests and fundamental rights and freedoms. For example, we may process your personal information for some of the purposes described in order to:
 - Send users information about special offers and discounts on our products and services.
 - Develop and display personalized and relevant advertising content for our users.
 - Analyze how our services are used so we can improve them to attract and retain users.
 - Support our marketing activities
 - Diagnosing problems and/or preventing fraud
 - Understand how our users use our products and services so that we can improve the user experience.
- Legal obligations. We may process your information if we believe it is necessary to comply with our legal obligations, such as to cooperate with a law enforcement or regulatory authority, to exercise or protect our legal rights, or to disclose your information as evidence in legal proceedings in which we we participate
- Vital interests. We may process your information when we believe it is necessary to protect your vital interests or the vital interests of a third party, for example in situations involving potential threats to the safety of any person.

4. WHEN AND TO WHOM DO WE PROVIDE YOUR PERSONAL INFORMATION?

Short: We may share information in certain situations described in this section and/or with the following categories of third parties.

Suppliers, consultants and other third party service providers. We may share your data with third-party vendors, service providers, contractors or agents ("third parties") who perform services for us or on our behalf and who need access to such information to perform that work.

The categories of third parties to whom we may share personal information are as follows:

- Advertising networks
- Product development and design tools
- User account registration and authentication services
- Website hosting providers
- Social networks
- Testing tools
- Retargeting platforms
- Sales and marketing tools
- Performance monitoring tools
- Payment systems
- State institutions
- Order fulfillment service providers
- Finance and accounting tools
- Data storage service providers
- Cloud computing services
- Tools for communication and collaboration
- Data analysis services
- Affiliate marketing programs

We may also need to provide your personal information in the following situations:

- Business transfers. We may share or transfer your information in connection with or during negotiations for any merger, sale of company assets, financing or acquisition of all or part of our business by another company.
- Branches. We may share your information with our affiliates, in which case we will require those affiliates to comply with this privacy notice. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under our common control.
- Business partners. We may share your information with our business partners to offer you certain products, services or promotions.
- Other users. When you share personal information (such as by posting comments, materials or other content on the Services) or otherwise interact with public areas of the Services, such personal information may be viewed by all users and may be publicly available outside of the Services. forever. If you interact with other users of our Services and register on our Services through a social network (such as Facebook), your social network contacts will see your name, profile picture, and a description of your activity. Similarly, other users will be able to view descriptions of your activities, communicate with you within our Services, and view your profile.

5. WHAT IS OUR POSITION REGARDING THIRD-PARTY WEBSITES?

Short: we are not responsible for the security of any information you share with third parties to whom we may link or who advertise on our Services but are not affiliated with our Services.

The Services may link to third-party websites, online services or mobile applications and/or contain advertisements from third parties that are not affiliated with us and that may link to other websites, services or applications. Accordingly, we make no warranties about any such third parties and shall not be liable for any loss or damage arising from the use of such third party websites, services or applications. The inclusion of a link to a third-party website, service or application does not imply endorsement by us. We cannot guarantee the security and privacy of data you provide to third parties. This privacy notice does not apply to any data collected by third parties. We are not responsible for the content or privacy and security practices and policies of any third parties, including other websites, services or programs that may be linked to or from the Services. You should read the policies of such third parties and contact them directly to answer your questions.

6. DO WE USE COOKIES AND OTHER TRACKING TECHNOLOGIES?

Short: we may use cookies and other tracking technologies to collect and store your information.

We may use cookies and similar tracking technologies (such as web beacons and pixels) to access or store information. Specific information about how we use such technologies and how you can opt out of certain cookies is set out in our Cookie Notice.

7. HOW DO WE TREAT YOUR SOCIAL ACCOUNTS?

Short: if you choose to register or log in to our services using a social network account, we may have access to certain information about you.

Our Services offer you the ability to register and log in using your account details on a third-party social network (for example, your Facebook or Twitter logins). If you choose to do so, we will receive certain information about you from the social media provider. The profile information we receive may vary by the applicable social media provider, but often includes your name, email address, friend list and profile picture, as well as other information you choose to make publicly available on such social media platform. .

We will use the information we receive only for the purpose described in this privacy notice or otherwise explained to you in the relevant Services. Please note that we do not control and are not responsible for any other use of your personal information by your third party social media provider. We encourage you to read their privacy notices to understand how they collect, use and share your personal information, and how you can set your privacy settings on their sites and applications.

8. HOW LONG DO WE KEEP YOUR INFORMATION?

Brief: We retain your information for as long as necessary to fulfill the purposes set forth in this privacy notice, unless otherwise required by law.

We will only retain your personal information for as long as is necessary for the purposes set out in this privacy notice, except where a longer retention period is required or permitted by law (for example, tax, accounting or other legal requirements). No purpose in this notice requires us to retain your personal information for more than three (3) months after the user account's idle period begins.

If we do not have an ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or if this is not possible (for example, because your personal information has been stored in backup archives), we will securely store your personal information and isolate it from further processing until removal is possible.

9. WHAT ARE YOUR PRIVACY RIGHTS?

Short: in some regions such as Ukraine, European Economic Area (EEA), United Kingdom (UK) and Canada, you have rights that give you greater access to and control over your personal information. You can review, change or terminate your account at any time.

In Ukraine, the protection of your personal information is regulated by law "About the protection of personal data", which you will find at this link: <https://zakon.rada.gov.ua/laws/show/2297-17#Text>

In some regions (eg EEA, UK and Canada) you have certain rights under data protection laws. These may include the right to (i) request access to and receive a copy of your personal information; (ii) request correction or deletion; (iii) restrict the processing of your personal information; and (iv) as applicable, to data portability. In certain circumstances, you may also have the right to object to the processing of your personal information. You may make such a request by contacting us using the contact information provided under "HOW CAN YOU CONTACT US ABOUT THIS NOTICE?" lower.

We will consider any request and take action in accordance with data protection laws.

If you are located in the EEA or the UK and believe that we are processing your personal information unlawfully, you also have the right to lodge a complaint with your local data protection authority. You can find their contact information here: https://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

If you are located in Switzerland, the contact details of the data protection authorities are available here: <https://www.edoeb.admin.ch/edoeb/en/home.html>.

Feedback of your consent: if we rely on your consent to process your personal information, which may be express and/or implied consent depending on applicable law, you have the right to withdraw your consent at any time. You may withdraw your consent at any time by contacting us using the contact information provided under HOW CAN YOU CONTACT US ABOUT THIS NOTICE? below or update the settings.

However, please note that this will not affect the lawfulness of the processing until it is revoked and, where permitted by applicable law, will not affect the processing of your personal information carried out on a lawful basis for processing other than consent.

Opting out of marketing and advertising messages: you can unsubscribe from our marketing and promotional messages at any time by clicking on the unsubscribe link in emails sent by us, by replying "STOP" or "UNSUBSCRIBE" to SMS messages sent by us, or by contacting us, using the information listed under HOW CAN YOU CONTACT US ABOUT THIS MESSAGE? lower. After that, you are removed from the marketing lists. However, we may contact you, for example, to send you service-related messages that are necessary to administer and use your account, to respond to service requests, or for other unrelated purposes with marketing.

Account information.

If at any time you would like to review or change the information in your account or terminate your account, you may:

- Log in to your account and update your user account.
- Contact us using the contact information provided.

Upon your request to delete your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information in our files to prevent fraud, troubleshoot problems, assist in any investigations, enforce our legal terms and/or comply with legal requirements.

Cookies and similar technologies. Most web browsers are set to accept cookies by default. If you prefer, you can usually set your browser to delete cookies and reject cookies. If you choose to delete cookies or decline cookies, certain features or services of the Services may be affected. To opt out of advertising from advertisers based on our interests and others Serviceiv, visit the page <http://www.aboutads.info/choices/>.

10. CONTROLS FOR "DO NOT TRACK" FUNCTIONS

Most web browsers and some mobile operating systems and apps for mobile devices include a Do Not Track ("DNT") feature or setting that you can activate to inform your privacy so that data about your online activities is not tracked or collected. . . At this stage, a single technological standard for recognizing and implementing DNT signals has not been developed. As such, we do not respond to DNT signals or any other mechanism that automatically communicates your choice not to be tracked online. If an online tracking standard is adopted that we must follow in the future, we will notify you of this practice in a revised version of this privacy notice.

11. ARE WE MAKING UPDATES FOR THIS NOTICE?

Short: Yes, we will update it documents necessary to comply with applicable laws.

We may update our privacy notices from time to time. The updated version will be marked with an updated "Revised" date and the updated version will be effective as soon as it is available. If we make material changes to it into politics about privacy, we may notify you by posting a notice of such changes in a conspicuous place or by sending you a direct message. We encourage you to check it out more oftent document privacy policy to learn how we protect your information.

12. HOW YOU CAN CONTACT US BY ISSUES OF PROTECTION OF PERSONAL INFORMATION?

If you have questions or comments about this post, you can email us at atinfo@tarasovagora.ua

13. HOW CAN YOU VIEW, UPDATE OR DELETE THE DATA WE COLLECT FROM YOU?

In accordance with the applicable laws of your country, you may have the right to request access to the personal information we collect from you, to amend that information or to delete it under certain circumstances. To request a review, update, or deletion of your personal information, please send an email to info@tarasovagora.ua, with a description of your request.