

# Privacy Policy

If you are a visitor of a site which is running services provided by Yafi (Yafi Enabled Site), the End Users section of this Privacy Policy applies to you.

For the purpose of this Privacy Policy, personal data means any information relating to an identified or identifiable natural person (or household as applicable); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person (the “Personal Data”).

## Responsibility for Processing Personal Data

Yafi bears responsibility for lawfully processing your data as carried out on our site.

## What kind of Personal Data is processed and for what purpose?

### Cookies

Yafi uses cookies to process information including standard internet log information and details of the visitor’s behavioral patterns upon visiting our site. This is done to provide you with a better experience, and to facilitate the use of certain functions. Cookies are small data files transferred onto computers or devices by sites for record-keeping purposes and to enhance functionality on our site. Yafi stores this information in a pseudonymized user profile. Yafi does not process this information to identify individual users or to match it with further data on an individual user.

Cookies are stored on your individual device and you have full control over their use. You may deactivate or restrict the transmission of cookies by changing the settings of

your web browser. Cookies that are already stored may be deleted at any time. Should you visit Yafi site with cookies deactivated, you may possibly not be able to use all of the functions on our site to the full extent.

### **Analytics**

We may use Google Analytics, Yandex Metrika, and other service providers to collect information regarding visitor behavior and visitor demographics on our Services. For more information about Google Analytics, please visit

[www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt-out of Google's collection and processing of data generated by your use of the Services by going to

<http://tools.google.com/dlpage/gaoptout>. For information about Yandex Metrika, please visit <https://yandex.com/support/metrika/general/how-it-works.html>. You can opt-out of Yandex's collection and processing of data generated by your use of the Services by going to <https://yandex.com/support/metrika/general/opt-out.html>.

### **Contact with us via email**

If you receive emails from us, we may use certain analytics tools, to capture data such as when you open our email or click on any links or banners our email contains. This data helps us to gauge the effectiveness of our communications and marketing campaigns.

### **Yafi Account**

When you sign up for and open an account with Yafi, or sign up for content or offers, we may ask you to provide us with information such as your name, email address and details about your organization. As otherwise detailed in this Privacy Policy, we will solely process this information to provide you with the service you signed up for.

Please refer to our Terms of Service for further details on registering and using the services offered by Yafi.

You may deactivate your Yafi account by contact us by email and/or unsubscribe from receiving content or offers from us at any time. Following termination of your account, we may retain your personal data (in part or in whole) in order to meet any regulatory

and reporting requirements for the timeframes stipulated by law and in order to be able to address customer service issues.

## **Access and Disclosure to Third Parties**

Yafi does not sell consumers' Personal Data.

We use a select number of trusted external service providers for certain technical data analysis, processing and/or storage offerings. These service providers are carefully selected and meet high data protection and security standards. We only share information with them that is required for the services offered and we contractually bind them to keep any information we share with them as confidential and to process Personal Data only according to our instructions. In addition to services providers, other categories of third parties may include:

- Vendors/public institutions. To the extent that this is necessary in order to make use of certain services requiring special expertise (such as legal, accounting or auditing services) we may share your personal data with vendors of such services or public institutions that offer them (e.g. courts). The legal basis of this data processing is Art. 6(1)(f) GDPR.
- Disclosures to Protect Us or Others. We may access, preserve, and disclose any information we store associated with you to external parties if we, in good faith, believe doing so is required or appropriate to: comply with law enforcement or national security requests and legal process, such as a court order or subpoena; protect your, our or others' rights, property, or safety; enforce our policies or contracts; collect amounts owed to us; or assist with an investigation or prosecution of suspected or actual illegal activity; depending on the concrete issue, the legal basis for such processing may be Art. 6(1)(b), (c) or (f) GDPR..
- Disclosure in the Event of Merger, Sale, or Other Asset Transfers. If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, purchase or sale of assets, or transition of service to another provider, then your information may be sold or transferred as part of

such a transaction, as permitted by law and/or contract. The legal basis for such processing would be Art. 6(1)(f) GDPR as such processes are in the legitimate interest of Yafi.

Other than the cases mentioned above, we will only pass your data on to third parties without your express consent if we are obliged to do so by statutory law or an instruction by a public authority or court as outlined in our [Terms of Service](#).

#### *Notice regarding Third-Party Websites*

The Services may contain links to other websites, and other websites may reference or link to our website or other Services. These other websites are not controlled by Yafi. We encourage our users to read the privacy policies of each website and application with which they interact. We do not endorse, screen or approve and are not responsible for the privacy practices or content of such other websites or applications. Visiting these other websites or applications is at your own risk.

## **Communication with You**

We may occasionally send you notification emails about updates to our product, legal documents, offer customer support or marketing emails. Except for cases where we are required to do so by law (e.g. notifying you of a data breach), you shall have the opportunity to unsubscribe from receiving these messages free of charge.

## **Your Rights**

You have a right to be informed of Personal Data processed by Yafi, a right to rectification/correction, erasure and restriction of processing. You also have the right to receive from Yafi a structured, common and machine-readable format of Personal Data you provided to us.

We can only identify you via your email address and we can only adhere to your request and provide information if we have Personal Data about you through you having made contact with us directly and/or you using our site and/or service. We cannot provide, rectify or delete any data that we store on behalf of our users or customers.

To exercise any of the rights mentioned in this Privacy Policy and/or in the event of questions or comments relating to the use of Personal Data you may contact Yafi's support team: [info@yafi.pro](mailto:info@yafi.pro).

Where you have provided consent, you may withdraw it at any time, without affecting the lawfulness of the processing that was carried out prior to withdrawing it.

Whenever you withdraw consent, you acknowledge and accept that this may have a negative influence on the quality of the Yafi Site and/or Services. You further agree that Yafi shall not be held liable with respect to any loss and/or damage to your Personal Data if you choose to withdraw consent.

Where Personal Data is processed for the above purposes on the basis of Yafi's legitimate interests, under the GDPR, you may object to such processing at any time. To do so please contact : [info@yafi.pro](mailto:info@yafi.pro).

In addition, you have the right to lodge a complaint with the data protection authority in your jurisdiction.

## **Duration of Processing**

We will store your usage data until such time when you withdraw your consent for us to do so. All other data as specified above will be retained for as long as is necessary for the purpose(s) for which we originally collected it. We may also retain information as required by law.

## **Children's Information**

The Services are not directed to children under 13 (or other age as required by local law), and we do not knowingly collect Personal Data from children. If you learn that your child has provided us with Personal Data without your consent, you may contact us as set forth below. If we learn that we have collected any Personal Data in violation of Applicable Law, we will promptly take steps to delete such information and terminate the child's account.

## **Revisions to this Privacy Policy**

We may revise this Privacy Policy from time to time. The most current version of this Privacy Policy will govern our practices for collecting, processing, and disclosing personal data. We will provide notice of any modifications by posting a written notice on our site.

If you have an account with us, we will notify you of any material modifications by sending you an email to the email address associated with your account unless you have unsubscribed from all email communications. Your use of the site and/or Services following the effective date of any modifications to the Privacy Policy will constitute your acceptance of the Privacy Policy, as modified. All changes to this Privacy Policy automatically take effect on the sooner of the day you use the site and/or services, or 30 calendar days after they are initially posted on our site. Your use of the site and/or services following the effective date of any modifications to this Privacy Policy will constitute your acceptance of the Privacy Policy, as modified.

## **End Users**

**If you are a visitor of a Yafi Enabled Site, this section applies to you.**

The data that Yafi processes for a Yafi Enabled Site is processed by us on behalf of our customer, and our privacy practices will be governed by the contracts that we have in place with our customers, not this Privacy Policy. This section should always be read in conjunction with the specific Privacy Policy of the Yafi Enabled Site which will contain further details regarding the processing of your personal data by the Yafi Enabled Site.

## **Contact Us**

If you have any questions, please feel free to contact us.

[info@yafi.pro](mailto:info@yafi.pro)