

Confirmed
02.01.2024

Personal Data Processing and Protection Policy – CHATBOTS

1. Scanning the QR code and using the service

1.1. When scanning the QR code and starting to use the service, the Data controller of **Ltd "Color Expert Storch LV"** (hereinafter – the **Data controller**), registration No. 40103263769, legal address: Zemitanu Street 9, Building 3, Office 3.1., LV-1012, Latvia, Riga, starts processing personal data because the website contains cookies created by the Google Analytics program Google Inc.

1.2. The purpose of using Google Analytics cookies is to improve the quality of the content of the website and to adapt the content to the needs of the users. You can read more about the Google Analytics Terms of Service at: <http://www.google.com/analytics/terms/us.html>.

1.3. If you do not want the Data controller to get information about your activity on the website, you need to activate the Google Analytics Opt-out Browser Add-on (<https://support.google.com/analytics/answer/181881>). This add-on communicates with the Google Analytics JavaScript (ga.js) to indicate that data for the respective website visit should not be sent to Google Analytics.

1.3.1. How to turn off cookies?

For business process analysis and customer behavior research, it is not planned that the data obtained will be deleted from the Data controller's Google Analytics account (the communication made on the website <https://www.mobile-consultant.net/> is not stored), but you can control and delete cookies at any time. Read more here: aboutcookies.org.

You can delete all cookies that are on your computer and most browsers can be set up to block cookies on your computer. However, in that case, you will need to manually adjust the settings every time you visit the website, and there is a risk that some services and features will not work (for example, we may not be able to determine your geographical area to provide you with the appropriate product catalogue on the website, your language choice etc.).

1.3.2. You can find the general aspects of the processing of personal data and the general rights of the data subject in the Privacy Policy of the Data controller here: <https://www.color-expert.com/en/data-protection>

2. Social networks

2.1. By clicking on the Facebook / Instagram icon on the website <https://www.mobile-consultant.net/>, you confirm that you want to receive further information about Color Expert-Storch LV products and news on the social network Facebook / Instagram.

2.2. We would like to inform you that Facebook Ads Translation Tracking and Instagram Ads (Facebook pixel) (Facebook, Inc.) is an analytics service used by the Data controller, which may offer you advertising on Facebook / Instagram based on your actions on the website <https://www.mobile-consultant.net/>.

2.3. If you no longer wish to receive news prepared by the Data controller, you can change it on the social network Facebook: https://www.facebook.com/ads/about/?entry_product=ad_preferences

Color Expert - Storch LV SIA Head of Operations
Ilze Ganina

