

# Data Protection and Privacy Policy

## Introduction

Wixee.ai (hereinafter referred to as "Wixee.ai," "we," "our," or "us") is committed to protecting and respecting your privacy. This Data Protection and Privacy Policy (the "Policy") outlines how we collect, use, and protect personal data in accordance with applicable data protection laws.

## 1. Data Controller

The data controller responsible for your personal data is:

Wixee.ai  
Jurića Gagarina 231,  
Belgrade, Serbia  
Email: info@wixee.ai

## 2. Personal Data We Collect

We may collect and process the following personal data about you:

- **Contact Information:** Name, address, email address, phone number.
- **Identification Data:** Date of birth, identification numbers.
- **Usage Data:** Information about how you use our website, products, and services.
- **Technical Data:** IP address, browser type, operating system.

## 3. How We Use Your Personal Data

We use your personal data for the following purposes:

- **Provision of Services:** To provide, maintain, and improve our products and services.
- **Communication:** To communicate with you, including responding to inquiries and providing customer support.
- **Marketing:** To send promotional materials, newsletters, and information about our services.

- Legal Compliance: To comply with legal obligations and protect our legal rights.

## 4. Legal Basis for Processing

Our legal bases for processing your personal data include:

- Consent: Where you have provided consent to the processing of your personal data.
- Contract: Where processing is necessary for the performance of a contract with you.
- Legal Obligation: Where processing is necessary to comply with a legal obligation.
- Legitimate Interests: Where processing is necessary for our legitimate interests and those interests are not overridden by your data protection rights.

## 5. Data Retention

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

## 6. Data Sharing and Disclosure

We may share your personal data with:

- Service Providers: Third parties who perform services on our behalf.
- Legal Authorities: If required to do so by law or in response to valid requests by public authorities.
- Business Transfers: In connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business.

## 7. Data Security

We implement appropriate technical and organizational measures to ensure a level of security appropriate to the risk of processing personal data. This includes measures to protect data against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access.

## 8. Your Data Protection Rights

You have the following rights regarding your personal data:

- Access: The right to request access to your personal data.
- Rectification: The right to request correction of inaccurate personal data.
- Erasure: The right to request the deletion of your personal data.

- **Restriction:** The right to request the restriction of processing of your personal data.
- **Portability:** The right to request the transfer of your personal data to another party.
- **Objection:** The right to object to the processing of your personal data.

To exercise your rights, please contact us at the details provided above.

## 9. User Data Deletion Request

If you wish to have your personal data deleted from our systems, you may request deletion by sending an email to our support team at [support@wixree.ai](mailto:support@wixree.ai). Upon receipt of your request, we will verify your identity as necessary and proceed to delete your personal data in accordance with applicable laws and regulations. Please note that certain data may be retained where required by law, or for legitimate business purposes such as financial record-keeping or regulatory compliance. Once your request is processed, we will confirm the deletion or inform you if any part of your data cannot be fully removed.

## 10. International Data Transfers

We may transfer your personal data to countries outside the European Economic Area (EEA). When we do so, we ensure that appropriate safeguards are in place to protect your personal data in accordance with this Policy and applicable data protection laws.

## 11. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to enhance your experience.

## 12. Changes to This Policy

We may update this Policy from time to time. Any changes will be posted on this page, and where appropriate, notified to you by email. Please check back frequently to see any updates or changes to this Policy.

## 13. Contact Us

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

Wixeelabs DOO Beograd  
Jurija Gagarina 231,  
Belgrade, Serbia  
Email: [info@wixee.ai](mailto:info@wixee.ai)

Effective Date: 01 September 2024.