

CONFIDENTIALITY POLICY

This Confidentiality Policy (the "Policy") describes the procedure used by Mavismart LLC to process personal data at the website <https://sedmax-global.com/> and what rights are provided to you in connection with such processing.

If you disagree with this Policy, please do not use the feedback forms at the website <https://sedmax-global.com> and exit the website.

Principal concepts

1. The owner of the website <https://sedmax-global.com> is Mavismart, a Russian Limited Liability Company, with the address: 10 Sergeya Preminina St., Office 3-9, Vologda 160022, Russia ("Mavismart").
2. SEDMAX is the product of Mavismart.
3. A user is a private person (company representative) who has reached the age of 16 and requests a consultation, SEDMAX testing, demo version of SEDMAX, inquiries about the cost of the SEDMAX kit selected at the website, and/or subscribes to the newsletter of Mavismart.

Scope of the Policy

This Policy applies only to

- the website: <https://sedmax-global.com>.

Who collects and/or processes your personal data?

Mavismart, a Russian Limited Liability Company, with the address: 10 Sergeya Preminina St., Office 3-9, Vologda 160022, Russia ("Mavismart") is the company that collects and/or processes your data.

Data Controller. Mavismart receives certain personal data from you, for example, when you use the website <https://sedmax-global.com>, provide feedback of the services of Mavismart or contact Mavismart. In this case, Mavismart is the data controller for the purposes of European data protection laws, and Mavismart undertakes the liability and duties of a data controller provided for in the General Data Protection Regulation (GDPR).

What personal data does Mavismart collect and/or process?

"Personal data" herein means information that is attributed to you and allows Mavismart to directly identify you. Your personal data may include, among other things, the name, contact details (email address, telephone number), or information on the manner in which you use the website <https://sedmax-global.com>.

The provided personal data are processed and used only in the form that is suitable for the purpose they have been collected for. Mavismart does not aggregate personal data obtained for different purposes. By providing personal data at the website <https://sedmax-global.com> (by checking the "I have read the Confidentiality Policy" and "I agree to subscribe to the newsletter" checkboxes in the subscription form and/or feedback form of a request/inquiry), you agree that Mavismart will use the provided data as per this Policy.

Mavismart may collect and process the following categories of data about you:

Your contact details	
<ul style="list-style-type: none"> Name, email, telephone number, name of your company 	When you request SEDMAX testing
	When you request a SEDMAX consultation
	When you inquire about the cost of the selected SEDMAX kit
	When you request a demo version of SEDMAX
<ul style="list-style-type: none"> Name, telephone number 	When you request a callback
<ul style="list-style-type: none"> Email 	When you subscribe to the newsletter
Your IP address, cookie files	When you visit https://sedmax-global.com
Information on the manner in which you use the website	When you use https://sedmax-global.com
Aggregated statistics	When you provide access to Yandex. Metrics, Google Analytics

When and for what purpose does Mavismart use your data?

1. To communicate with you

To contact you by email and/or telephone for administrative or operating reasons, for example, to provide you with information on your questions about SEDMAX, to answer your request about SEDMAX testing.

These messages are not designated for marketing purposes, and you receive them only when you send a request.

2. To personalize the services and improve their quality

Mavismart may also collect information about the manner in which you use the website <https://sedmax-global.com>, what pages you visit the most, in order to understand the relevance of the content to your expectations, ergonomics, and convenience of the website pages. Mavismart uses this information to adapt the content of the website <https://sedmax-global.com> and, if you agree, to undertake marketing communications with you, send you respective messages that, in our opinion, would be of interest to you.

3. To notify you about our new functions, adaptations, events

Mavismart may send you marketing messages, if you have stated you wish to receive them, for example, when you subscribed to the newsletter or requested testing of or consultation on SEDMAX. You also can unsubscribe from the newsletter at any moment by clicking the respective unsubscription link in the bottom of any marketing-related electronic message that you may receive from SEDMAX.

4. To fulfill legal obligations

Mavismart also may use personal data to ensure information security when Mavismart believes it necessary and advisable:

- As per the applicable laws, possibly including those of the countries outside your country of residence

- To answer the inquiries of courts, law enforcement agencies, regulatory bodies, and other public authorities, possibly including authorities outside of your country of residence
- To fulfill our terms of use
- To protect our rights, laws, state inquiry, court order

Security of Your Data

Mavismart strives to take the relevant technical and organizational measures to protect personal data from the unauthorized, illegal processing, accidental loss, destruction, or damage.

Personal data are kept in secure networks and are accessible only to a limited number of Mavismart employees who have special access rights to such systems and undertake to maintain confidentiality. All information provided by you is encrypted using TLS 1.2 (transport layer security 1.2).

Mavismart uses the following methods of securing your data:

- Encryption
- Limiting the access to the data only to the employees and contractors who require them to interact with you

In case of a personal information leak, we shall notify you and Data Protection Authorities within 72 hours of the event. The notification comprises the investigation of the incident, its causes, and the description of steps taken.

Data Transfer

Mavismart may disclose/transfer personal data to third parties in certain cases listed in this Policy.

If we disclose your personal data to a third party, we require that the third party take every necessary and relevant technical and organizational step to protect the personal data.

The information provided by you will be kept in our systems located in a secure facility.

Your personal data are accessible and processed outside of the European Union (EU), including by Mavismart specialists who work outside of the EU by fulfilling your requests and providing the newsletter. By giving your consent to the processing of personal data, you also provide the right to transfer personal data outside of the EU.

Storage Period

Mavismart will not store your personal data longer than necessary for the purpose, for which they have been provided, collected, or for the storage period required by law. After the expiration of this period, your personal data are deleted, and their processing ceases.

If you retract your consent for processing of personal data, Mavismart will delete your data and cease their processing within 30 calendar days or as soon as possible after receiving the message from you.

The Right to Delete Data/Unsubscribe from Newsletters

If you wish, you may retract your consent for processing of the data and submit a request for their deletion to Mavismart to the email address: info@sedmax.com. In the reply, you will receive the newsletter unsubscription link of Mavismart, and you would just need to click the button or follow the Unsubscribe link. Second option: by clicking the relevant Unsubscribe link in the bottom part of a marketing email that you may receive from SEDMAX.

Cookie files

To improve the provision of a more relevant content and to assess visits to the website <https://sedmax-global.com>, Mavismart may use cookie files of third-party services that comprise small fragments of information stored by your browser at the hard drive of your computer. During your next visit to the website, the identifier of your cookie files is sent to the websites of these services.

Mavismart uses the services that use third-party cookie files:

1. Google Analytics ([Google Privacy Policy](#))
2. Yandex. Metrics ([Yandex Privacy Policy](#))

The information on your use of websites, including the IP address, generated by the cookie files *will be sent to and stored at the servers of these services.*

You may make a decision to reject or block the use of cookie files and delete all cookie files kept at your device through your browser settings (e.g., in Google Chrome, by following the link: <chrome://settings/content/cookies>).

By using these technologies, Mavismart cannot identify you within the information collected using these technologies.

Modification of the Policy

Mavismart may modify this Policy without a prior notice, and any modifications become effective from the moment of their publication at <https://sedmax-global.com>.

Contacts

Questions, comments, and inquiries regarding the Policy are welcome and may be sent to: info@sedmax.com.

The person in charge of organization of personal data processing (DPO) at Mavismart is Maksim Zhenikhov, email: info@sedmax.com.

You may send any questions or complaints regarding confidentiality to the email: info@sedmax.com or to our mailing address at: 10 Sergeya Preminina St., Office 3-9, Vologda 160022, Russia. We shall answer your inquiry as soon as possible, but in any case no later than within 30 days after receiving your letter.