

Privacy Policy

Date of last update: February 18, 2025

1. General Provisions

1.1. This Privacy Policy is developed in accordance with the EU General Data Protection Regulation (GDPR) and defines the procedure for processing personal data for **BV MEDIA CORPORATION SRL** (the "Company").

1.2. The Company's primary goal is the protection of human rights and freedoms regarding the processing of personal data, including the right to privacy and family secrets.

1.3. This Policy applies to all information received about visitors to the following websites:

- <https://store.bellavlati.com/en>
- <https://store.bellavlati.com/en/skincare>

1.4. By using the Sites and providing personal information, the User expresses full consent to the terms of this Policy.

2. Purposes of Data Collection

2.1. The Company processes User data for the following specific purposes:

- **Order Fulfillment:** Processing purchases of clothing and cosmetics, managing payments via secure gateways (Stripe/PayPal), and arranging international shipping.
- **Service Delivery:** Providing access to digital Online Products, licenses, and the Personal Account.
- **Customer Support:** Providing consultations on skincare, sizing, and handling return or exchange requests.
- **Communication:** Sending transactional updates and responding to User inquiries.
- **Marketing:** Sending newsletters and promotional offers (only upon explicit User opt-in).

3. Types of Information Collected

3.1. **User-Provided Data:** Name, surname, shipping address, billing address, email address, and contact phone number.

3.2. **Automatically Collected Data:** IP address, cookie identifiers, browser type, and browsing history on the Sites.

4. Legal Basis and Retention

4.1. **Legal Basis:** Data is processed based on: (a) the necessity to perform a contract (fulfilling orders); (b) compliance with Romanian tax and accounting obligations; and (c) the User's explicit consent for marketing.

4.2. **Retention:** Personal data related to purchases is stored for 10 years to comply with Romanian fiscal regulations. Marketing data is stored until the User withdraws consent.

5. User Rights (GDPR Compliance)

5.1. Every User has the right to access their data, rectify inaccuracies, request erasure ("right to be forgotten"), restrict processing, and the right to data portability.

5.2. **Complaints:** Users have the right to lodge a complaint with the National Supervisory Authority for Personal Data Processing (ANSPDCP) in Romania at **www.dataprotection.ro**.

6. Third-Party Transfers

6.1. To fulfill orders, the Company shares necessary data with trusted partners including payment processors (**Stripe/PayPal**) and our fulfillment center in Germany.

6.2. All transfers outside the European Economic Area (EEA) are protected by Standard Contractual Clauses to ensure an adequate level of data protection.

7. Contact Information

BV MEDIA CORPORATION SRL

- **Registration Number:** J2020001021350
- **Tax ID (CUI):** 42485343
- **Registered Address:** 1 Decembrie Str., Nr. 94, Ap. 1, Timisoara 300566, Timis, Romania
- **Email:** hello@bellavladi.com