

Privacy Notice on the Protection of Personal Data

Who are we?

The data controller for the website <https://qudo.ro> is **Qudo Korean Beauty Care SRL**, a Romanian company with its registered office in Piatra Neamț, Strada Orhei no. 9, registered with the Trade Register of Piatra Neamț under no. J27/712/2024, VAT code RO50381912, e-mail: **info@qudo.ro**.

What information will you find in this notice?

One of the rights mentioned in the GDPR is the right to be informed about the collection and processing of your personal data, as well as your related rights.

This notice contains the following information:

- A brief overview of the types of personal data we process, the purpose of processing, the legal grounds we rely on, the security measures we use, and your rights related to data protection, including the principles we follow in processing your data.
- A detailed presentation of the data processed, how it is stored, and the legal basis for each processing purpose.
- A list of third parties with whom we share your data and for what purposes.
- A more detailed overview of your rights under data protection regulations.

This notice has been written with clarity and simplicity in mind. However, we are happy to provide any additional information or clarification you may need. Please use any of the contact details mentioned in this notice to reach us.

In short – What personal data we collect, for what purposes, and how we process it

In order to provide you with the services we offer, we collect, use, and share only the information necessary for this purpose.

We process personal data for the following purposes:

order management, payment processing, customer account management, customer support, improvement of our products and services, sending promotional messages, monitoring and analyzing user behavior to understand customer needs, and ensuring the security and integrity of our website.

We process personal data on legal grounds such as contract performance, legitimate interest, consent, and legal obligations. We take the confidentiality, integrity, and availability of personal data seriously and implement security measures such as encryption, access control, data minimization, regular backups, monitoring and logging, employee training, and incident response to protect users' data.

To achieve these purposes, we may need to process personal data from several categories, including:

- Personally identifiable information: name, email address, phone number, shipping/billing address
- Order information: purchased products, quantity, price, delivery and shipping details
- Payment information: credit card details, billing address
- User-generated content: reviews, ratings, comments
- Website usage data: browsing behavior, search queries, click tracking
- Cookies and similar technologies: web beacons, pixel tags, device identifiers
- Site administration information: IP address, server logs, error logs

Principles of data processing (GDPR)

We process your data according to the GDPR principles:

- Lawfully, fairly, and transparently (“lawfulness, fairness, and transparency”);
- Collected for specified, explicit, and legitimate purposes and not further processed in a manner incompatible with those purposes (“purpose limitation”);
- Adequate, relevant, and limited to what is necessary (“data minimization”) and accurate, and, where necessary, kept up to date (“accuracy”);
- Stored in a form which permits identification of data subjects for no longer than is necessary (“storage limitation”);
- Processed in a manner that ensures appropriate security, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage (“integrity and confidentiality”).

This summary offers a general overview of the purposes for which personal data is collected and processed on the e-commerce website, as well as the general security measures implemented to protect users' data.

When you visit our website

Purpose of processing:

We may collect data about your behavior on our site to personalize your user experience, understand your preferences, and provide you with relevant and targeted communication.

Data collected/processed:

Your name, email address, IP address, device type, browser type, pages visited, time spent on each page, clicked links, and purchase history.

Legal basis:

We rely on our legitimate interests for processing this data to personalize the user experience and provide targeted marketing communications to our customers and potential customers.

Retention period:

We will retain your data for 2 years from your last interaction with our site, unless we are required by law or legitimate interest to keep it longer.

See our Cookie Policy for more details on cookies used on this site.

When you submit a question, suggestion, or complaint**Purpose of processing:**

To respond to your inquiries, complaints, or information requests.

Data collected/processed:

Name, email address, phone number, and content of your message.

Legal basis:

Legitimate interest – we consider it is in our interest to respond to customer and potential customer requests.

Retention period:

We will keep this data for 6 months after our last communication, unless legal or business reasons require a longer retention period.

When you register an account on our website**Purpose of processing:**

To facilitate purchases and provide order history and status updates.

Data collected/processed:

Name, email address, phone number, and delivery address.

Legal basis:

Contract – the data processing is necessary for fulfilling the contract you enter into with us.

Retention period:

As long as your account is active. If you wish to delete your account, please contact us. Some data may be retained for legal or regulatory purposes.

When processing an order**Purpose of processing:**

To process your order and fulfill our contractual obligations to you.

Data collected/processed:

Name, email address, phone number, delivery and billing address, payment details, and order specifics.

Legal basis:

Contract – the data processing is necessary for fulfilling our contractual obligations.

Retention period:

As long as needed to fulfill the order or in accordance with applicable law.

Payment processing and fraud prevention**Purpose of processing:**

To facilitate payment and prevent fraudulent transactions, including verifying identity and payment data, detecting fraud, processing refunds or chargebacks.

Data collected/processed:

Name, billing and shipping address, email, phone number, payment data, and other financial or identification data.

Legal basis:

Contract – data processing is necessary for fulfilling our contract with you.

Retention period:

As long as needed to fulfill the above purposes or legal obligations (e.g., tax or accounting records).

Marketing communications**Purpose of processing:**

To send marketing messages, newsletters, and targeted ads.

Data collected/processed:

Name, email address, purchase history, and website behavior.

Legal basis:

Consent – you can withdraw it at any time via the “unsubscribe” link in our emails or by contacting us directly.

Retention period:

As long as necessary for marketing purposes or to comply with applicable law. Some data may be retained longer if required (e.g., legal defense or compliance).

When interacting with our Facebook page**Purpose of processing:**

To understand your needs and preferences, respond to messages or comments, and improve our social media presence.

Data collected/processed:

Name, profile photo, message/comment content, and any voluntarily submitted personal information.

Legal basis:

Legitimate interest – improving engagement and providing support on social media platforms.

Retention period:

As long as necessary to fulfill the purpose or required by law.

Publishing user reviews**Purpose of processing:**

To publish your product reviews on our e-commerce website.

Data collected/processed:

Name, email address, and the content of your review.

Legal basis:

Legitimate interest – providing transparency and valuable feedback to other users.

Retention period:

As long as needed for the above purpose or as required by law.

Website administration and information security**Purpose of processing:**

To manage our website and ensure data security, monitor user activity, resolve technical issues, and improve user experience.

Data collected/processed:

IP address, device information, browser type, visited pages, and other technical usage data.

Legal basis:

Legitimate interest – maintaining security and performance of the website.

Retention period:

As long as necessary for the purpose or required by applicable law.

Further processing

We may also process your data for:

Archiving: For public interest, scientific, historical, or statistical purposes.

Accounting: For billing and financial records.

Auditing: For legal compliance, fraud investigation, or internal audits.

In all cases, data will be processed and stored securely.

Profiling and automated decision-making

Your data is **not** subject to automated decision-making. Any profiling is limited to analyzing preferences to improve your experience, e.g.:

- Browsing behavior analysis
- Personalized product recommendations

Data Security

We follow strict procedures to protect your personal data against unauthorized access or disclosure. Computers are kept in secure, limited-access environments and run licensed, updated software.

Our technical safeguards include:

- **Encryption** (HTTPS, encrypted storage)
- **Access control** (passwords, two-factor authentication, role-based access)
- **Data minimization**
- **Regular backups**
- **Monitoring and logging**
- **Employee training**
- **Vulnerability assessments and penetration testing**
- **Incident response planning**

Access to your data

We do not sell or rent personal data to third parties. Only employees or collaborators with a legitimate need have access to your data.

All personnel with access receive training in network security and data protection.

Third parties with access to your data

We rely on third parties (data processors) for services such as hosting, accounting, marketing, and website administration. These entities are bound by data processing agreements requiring adequate technical and organizational security measures.

We also use tools from providers like Microsoft, Google, Apple, etc. that may have access to your data and are required to comply with data protection standards.

If required by law, we may disclose data as part of legal proceedings, while taking reasonable steps to notify you when possible.

Data transfers outside the EEA

Your data is stored on infrastructure located in Romania.

However, your personal data may be transferred, accessed, or stored outside the European Economic Area (EEA). In such cases, we ensure an adequate level of protection through:

- Encryption
- Data minimization
- Regular deletion of unused data
- Business-justified access only
- Transfers to countries with recognized adequate data protection laws

Your rights

- **Right of Access:** You can request copies of the data we hold about you and information on how it's used.
- **Right to Withdraw Consent:** You may withdraw consent at any time where processing is based on it.
- **Right to Object:** You may object to processing based on legitimate interests. For direct marketing, this right is absolute.
- **Right to Rectification:** You may challenge the accuracy of your data and request updates.
- **Right to Erasure:** You can request deletion of your data unless needed for legal or contractual reasons.
- **Right to Restrict Processing:** You may temporarily prevent us from using your data if you raise concerns.
- **Right to Data Portability:** You may request your data in a portable format for transfer to another organization.
- **Right to Contact Us Anytime:** You can raise concerns at info@qudo.ro.
- **Right to File a Complaint:** You can file a complaint with the Romanian Data Protection Authority.

Links to other websites

Our website may include links to other websites. This privacy notice applies only to our website. We encourage you to read the privacy notices of any external sites you visit.

We are not responsible for the privacy practices of third-party websites, including those linked to or from our website.

Updating this document

We regularly update this document to reflect changes in laws, technology, or business practices.

Any future changes will be posted on this page. If significant changes occur, we will notify you via email or post a notice on our homepage.

This version was last updated on 15.07.2024