

# Privacy Policy (GDPR)

These Privacy Policy ("Policy") describe how Constellation s.r.o., with its registered office at Studenohorská 59, 841 03, Bratislava - Lamač, Company ID: 54898307 (hereinafter referred to as the "Controller" or the "Company"), the operator of the mobile application and website Breedify (hereinafter referred to as the "Application"), collects, uses, stores, and protects users' personal data.

The Controller is committed to protecting users' privacy and complying with applicable data protection laws and regulations, including Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (General Data Protection Regulation – GDPR) and related national legislation.

## I. Basic Provisions

- **Company Name:** Constellation s.r.o.
- **Registered Office:** Studenohorská 59, 841 03 Bratislava - Lamač
- **Company ID:** 54898307
- **Email Contact:** info@breedify.online

## II. Sources and Categories of Processed Personal Data

The Controller processes personal data that you have provided when using the Application or that the Controller obtained based on the fulfillment of your Breedify service order (i.e., after paying for a selected package).

When ordering the Breedify service by paying for a package, the Controller processes the following categories of personal data:

- **Identification Data:**
  - o First and Last Name
  - o Email Address
  - o Address
- **Contact Data:**
  - o Email Address
- **Data Necessary for Contract Fulfillment (Service Order):**
  - o Information about the purchased service package.
  - o Payment data (e.g., transaction information, payment date). The Company does not directly process payment card numbers or bank

account details unless processed through a secure third-party payment gateway.

- o History of your orders and payments.
- **Application Usage Data:**
  - o Information about your interaction with the Application (e.g., which features you use, how often).
  - o Technical information (e.g., IP address, device type, operating system version) processed for the purpose of improving the Application's functionality and security.
- **User-Uploaded Content:**
  - o All data that the user uploads into the Application, such as information about animals, health records, photos, and more. The user is responsible for the content they upload.

The Controller may also process personal data obtained from publicly available sources (e.g., public registers) if it is relevant for fulfilling contractual obligations or based on your consent.

### **III. Legal Basis and Purpose of Personal Data Processing**

The Controller processes personal data that you have provided or personal data that the Controller obtained based on the fulfillment of your order.

The Controller processes your identification and contact data and data necessary for contract fulfillment.

We process personal data for the following purposes:

- **Provision and Management of the Service:** To enable registration, login, and use of the Application's features.
- **Fulfillment of Contractual Obligations:** To process your order, process payment for the chosen service package, issue invoices, and manage your subscriptions.
- **Improvement of the Application and Services:** To analyze Application usage, identify trends, improve user experience, fix bugs, and add new features.
- **Communication with Users:** To send important service-related notifications (e.g., changes to Terms, maintenance messages), as well as to respond to your inquiries.
- **Security:** To protect our services, users, and prevent fraud or other harmful activities.

#### IV. Legal Basis for Personal Data Processing

The processing of your personal data is based on one or more of the following legal grounds:

- **Performance of a Contract:** Processing is necessary for the performance of a contract to which you are a party (i.e., using the Application and purchasing the service), or to take steps at your request prior to entering into a contract (Article 6(1)(b) GDPR).
- **Legitimate Interest:** Processing is necessary for the purposes of the legitimate interests pursued by the Controller or by a third party, except where such interests are overridden by your interests or fundamental rights and freedoms (Article 6(1)(f) GDPR). Legitimate interests include, for example, service improvement, usage analysis, and security.
- **Consent:** Where required by law, we may ask for your explicit consent to process your personal data for specific purposes (Article 6(1)(a) GDPR). You may withdraw your consent at any time.
- **Compliance with a Legal Obligation:** Processing is necessary for compliance with a legal obligation to which the Controller is subject (Article 6(1)(c) GDPR).
- **Fulfillment of Legal Obligations:** To comply with our legal obligations, e.g., for tax and accounting procedures.

#### V. Rights of the Data Subject

As a user (data subject), you have the following rights:

- **Right of Access to Personal Data:** You have the right to obtain confirmation as to whether or not we process your personal data, and, where that is the case, to access the personal data.
- **Right to Rectification:** You have the right to have inaccurate personal data rectified without undue delay.
- **Right to Erasure ("Right to be Forgotten"):** You have the right to have your personal data erased if the conditions set out in the GDPR are met.
- **Right to Restriction of Processing:** You have the right to obtain restriction of processing of your personal data.
- **Right to Data Portability:** You have the right to receive the personal data which you have provided to us, in a structured, commonly used and machine-readable format, and you have the right to transmit those data to another controller.
- **Right to Object to Processing:** You have the right to object to the processing of your personal data if the processing is based on legitimate interest.

- **Right to Withdraw Consent:** If processing is based on your consent, you have the right to withdraw your consent at any time without affecting the lawfulness of processing before its withdrawal.
- **Right to Lodge a Complaint with a Supervisory Authority:** You have the right to lodge a complaint concerning the processing of your personal data with a supervisory authority. In Slovakia, this authority is the Office for Personal Data Protection of the Slovak Republic.

To exercise your rights, please contact us via the email address provided in Section 1.

## **VI. Vendors and Third Parties**

The Company may use the services of third parties (processors) to process your personal data. These entities are bound by contractual agreements that ensure the protection of your personal data in accordance with GDPR.

Examples of potential processors include:

- Cloud service providers for data storage.
- Payment gateway providers for payment processing.
- Analytical tool providers for Application improvement.
- Accounting firms.

Your personal data will not be sold or provided to third parties for marketing purposes without your explicit consent, unless required by law or in accordance with this Policy and the applicable Terms and Conditions.

## **VII. Security of Personal Data**

The Controller takes appropriate technical and organizational measures to ensure the protection of your personal data against unauthorized access, loss, destruction, or damage.

## **VIII. Retention of Personal Data**

We will retain your personal data only for as long as necessary for the purposes for which it was collected, or for the period required by applicable legal regulations. The retention period may vary depending on the purpose of processing (e.g., data necessary for contract fulfillment or legal obligations will be retained longer).

## **IX. Changes to the Privacy Policy**

The Controller reserves the right to change or update this Policy at any time. We will inform you of any material changes through the Application or by email. We recommend that you regularly check this Policy to stay informed about how we protect your data.

## **X. Contact**

If you have any questions regarding this Privacy Policy or the processing of your personal data, please do not hesitate to contact us at:

- **Email:** [info@breedify.online](mailto:info@breedify.online)

These terms come into effect on 25.8.2025

Constellation s. r. o., Studenohorská 59, 841 03 Bratislava – Lamač