

Privacy Policy

July 2025

1 Introduction

Mobeo Digital ("we," "our," or "us") operates the website <https://mobeodigital.com/> (the "Site"). We are committed to protecting your privacy and have developed this Privacy Policy to communicate our practices regarding the **collection, use, and disclosure** of your information. This policy applies to all visitors to our Site, customers, and other individuals whose information we process in connection with our services.

By accessing and using our Site, you acknowledge that you have read and understood this Privacy Policy and agree to the **collection and use** of your information as described herein. If you do not agree with our policies and practices, you should not use our Site. This policy is designed to help you understand what information we collect, why we collect it, and how you can **manage your information**.

2 Information We Collect

2.1 Personal Information

We may collect the following types of **personal information** when you voluntarily provide it to us through forms, communications, or use of our services:

- **Contact information** including name, email address, phone number, and mailing address
- **Business information** such as company name, job title, and professional details
- **Account credentials** when you create an account on our Site
- **Payment information** when you purchase our services (though we use third-party payment processors)
- **Communications** you send us, including messages, feedback, and support inquiries

2.2 Automatically Collected Information

When you visit our Site, we automatically collect certain **technical information** about your device and browsing activities:

- **Device information** including IP address, browser type, operating system, and device identifiers
- **Usage data** such as pages visited, time spent on pages, referring websites, and clickstream data
- **Location information** derived from your IP address or device settings (with your consent)
- **Cookies and similar technologies** as described in our Cookies section below

3 How We Use Your Information

We use the information we collect for the following **business purposes**:

- To **provide and maintain** our services, including processing transactions and managing accounts
- To **communicate with you** about our services, respond to inquiries, and provide customer support
- To **improve and personalize** your experience on our Site, including content recommendations
- To **market our products and services** (and those of third parties) that we believe may be of interest to you (with your consent where required)
- To **analyze trends** and usage patterns to enhance our services and develop new features
- To **protect our rights and interests**, including detecting and preventing fraud, security breaches, and other harmful activities
- To **comply with legal obligations** and enforce our terms of service and other agreements

Table: Legal Bases for Processing Personal Information (GDPR)

Processing Purpose	Legal Basis
Providing services	Performance of contract
Marketing communications	Consent or legitimate interest

Improving our services	Legitimate interest
Fraud prevention	Legitimate interest
Legal compliance	Legal obligation

4 How We Share Your Information

We may share your information in the following circumstances:

- **Service providers:** We engage third-party vendors to perform functions on our behalf, such as **hosting, analytics, payment processing, marketing, and customer service**. These providers are contractually limited in how they can use your information and are required to maintain appropriate security measures.
- **Business transfers:** In the event of a **merger, acquisition, reorganization, bankruptcy**, or other similar event, your information may be transferred to a successor or affiliate as part of our business assets.
- **Legal compliance:** We may disclose information when we believe in good faith that disclosure is necessary to **comply with applicable laws, regulations, legal processes**, or governmental requests.
- **Protection of rights:** We may share information when necessary to **protect our rights, property, or safety**, or that of our users or others, including fraud prevention and security protection.
- **With your consent:** We may share your information for other purposes with your **explicit consent**.

We do not **sell or rent** your personal information to third parties for their marketing purposes without your explicit consent.

5 Your Rights and Choices

Depending on your location and applicable privacy laws, you may have the following rights regarding your personal information:

- **Access and portability:** You can request access to and a copy of your personal information held by us.

- **Correction:** You can request correction of inaccurate or incomplete personal information.
- **Deletion:** You can request deletion of your personal information under certain circumstances.
- **Restriction and objection:** You can request restriction of or object to our processing of your personal information.
- **Marketing preferences:** You can opt out of receiving marketing communications from us at any time by using the unsubscribe link in our emails or contacting us.
- **Cookies and tracking:** You can manage your cookie preferences through your browser settings.

To exercise any of these rights, please contact us using the information provided in the Contact section below. We will respond to your request within the time period required by applicable law, and may need to **verify your identity** before processing your request.

6 Cookies and Similar Technologies

6.1 Types of Cookies We Use

Our Site uses **cookies and similar tracking technologies** to collect and store information about how you interact with our Site. These technologies include:

- **Essential cookies:** Required for basic site functionality and security
- **Performance cookies:** Help us understand how visitors interact with our Site
- **Functionality cookies:** Enable enhanced functionality and personalization
- **Targeting cookies:** Used to deliver relevant advertising and track campaign performance.

6.2 Cookie Management

You can control cookies through your **browser settings** and other tools. Most browsers allow you to refuse or accept cookies, delete existing cookies, or set preferences for certain websites. However, please note that **disabling cookies** may impact your experience on our Site and some features may not function properly.

Table: Cookie Types and Purposes

Cookie Type	Purpose	Duration
Session cookies	Maintain user session during site visit	Session
Authentication	Identify logged-in users	Persistent
Preferences	Store user preferences	Persistent
Analytics	Track site usage patterns	Persistent
Advertising	Deliver targeted advertisements	Persistent

7 Data Security

We implement **appropriate technical and organizational measures** to protect your personal information against unauthorized access, alteration, disclosure, or destruction.

These measures include:

- **Encryption** of sensitive data in transit and at rest
- **Regular security assessments** and vulnerability testing
- **Access controls** limiting who can access your information
- **Security training** for our employees and contractors
- **Incident response plans** to address potential breaches

However, please note that **no method of transmission** over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

8 Data Retention

We retain your personal information only for as long as necessary to **fulfill the purposes** for which it was collected, including to satisfy any legal, accounting, or reporting requirements. To determine the appropriate retention period, we consider:

- The **amount, nature, and sensitivity** of the personal information
- The **potential risk of harm** from unauthorized use or disclosure
- The **purposes** for which we process it
- Whether we can achieve those purposes through other means
- Applicable **legal requirements**

After the retention period ends, we will **securely delete or anonymize** your personal information.

9 International Data Transfers

As a global company, we may transfer your personal information to countries other than your country of residence, including to the **United States and other jurisdictions** that may not have data protection laws equivalent to those in your country. When we transfer your information internationally, we implement appropriate safeguards such as:

- **Standard contractual clauses** approved by relevant authorities
- Ensuring the recipient country has been deemed **adequate** by relevant authorities
- Obtaining your **explicit consent** for the transfer

By using our Site, you consent to the **transfer and processing** of your information in countries outside your country of residence.

10 Children's Privacy

Our Site is not directed to children under the **age of 13** (or 16 in the European Union). We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided us with personal information, please contact us immediately. If we learn that we have collected personal information from a child without verification of parental consent, we will take steps to **remove that information** from our servers.

11 Third-Party Links

Our Site may contain links to **third-party websites and services**. This Privacy Policy does not apply to those third-party sites, and we are not responsible for their privacy practices. We encourage you to review the privacy policies of any third-party sites you visit to understand their information practices.

12 Policy Updates

We may update this Privacy Policy from time to time to reflect **changes in our practices, technologies, legal requirements**, or other reasons. The "Last Updated" date at the top of this policy indicates when it was last revised. We will notify you of any material changes by posting the updated policy on our Site with a new effective date, and in some cases, we may provide **additional notice** (such as adding a statement to our homepage or sending you a notification).

We encourage you to **periodically review** this page for the latest information on our privacy practices.

13 Contact Information

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

- **Email:** info@mobeodigital.com
- **Address:** John Kennedy, 8, Athienitis Building, 1087, Nicosia Cyprus
- **Phone:** [+35795960355](tel:+35795960355)

If you are not satisfied with our response, you have the right to lodge a complaint with the **appropriate data protection authority** in your jurisdiction.