

1. Information concerning the collection of personal data and provider identification

(1) This Privacy Policy applies to the collection and processing of personal data by the production, trade and services company Beohemija d.o.o. Zrenjanin, Pančevačka 84, company identification number: 17079590 (“Beohemija d.o.o.” or “we”), within the meaning of the Law on Personal Data Protection in force in the Republic of Serbia. It is also compliance with the principles of the General Data Protection Regulation (EU), which came into force in EU Member States on 25 May 2018.

(2) This Policy describes the types of data that may be collected through our website www.beohemija.com (“site” or “website”), the purposes of such data collection, how we use and protect the collected data and the rights of data subjects with regard to the use of their personal data.

(3) It also advises you how to contact us for additional information about our privacy policy.

(4) Personal data means any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

(5) Beohemija d.o.o. may collect your personal data for different purposes, depending on the nature of our relationship. Including but not limited to:

1. Collecting personal data for information purposes;
2. Collecting personal data – your contact details – when you ask us for information about our business operations or when you request business cooperation with us;
3. Collecting other data you voluntarily disclose to us.

(6) By using our website, you agree with this Privacy Policy. If you do not agree with our Privacy Policy, please stop using our website immediately.

2. Collection of personal data with informational use

(1) With the pure informational use of the website, therefore if you if you do not have information sent to you, we will not collect any personal data, with the exception of the data, which your browser sends in order to enable you to visit the website. These are:

- a) IP address
- b) Date and time of the enquiry
- c) Time zone difference to Greenwich Mean Time (GMT)

- d) Contents of the request (concrete site)
- e) Access status/HTTP status code
- f) Respective transmitted data volume
- g) Website, from which the request comes
- h) Browser
- i) Operating system and its interface
- j) Language and version of the browser software.

(2) Cookies will further be stored on your computer when using the website. Cookies concern small text files, which are stored on your hard drive allocated to the browser used by you and through which certain information is sent to the authority, which sets the cookie (in this case therefore us). Cookies cannot carry out any programmes or transmit viruses onto your computer. They serve to making the Internet offer more user-friendly and effective on the whole. For more information about cookies, see our Cookie Policy.

(3) This website uses cookies to the following extent: transient cookies (temporary use), persistent cookies (time-limited use), third party cookies (from third party providers), flash cookies (permanent use).

- a) Transient cookies will be deleted automatically when you close the browser. These in particular include the session cookies. These store a so-called session-ID, with which various enquiries of your browser can be allocated to the joint session. This way your computer can be recognised again when you return to the website. The session cookies will be deleted when you log-out or you close the browser.
- b) Persistent cookies will be automatically deleted after a stipulated duration, which may vary depending on the cookie. You can delete the cookies in the security settings of your browser at all times.
- c) You can configure your browser setting in line with your wishes and e.g. refuse to accept third party cookies or all cookies. However, we would like to inform you that it is possible that you may then not be able to use all functions of this website.
- d) The used flash cookies will not be recorded by your browser, but by your Flash-Plug-in. These store the necessary data irrespective of your used browser and have no automatic expiry date. If you do not request any processing of the flash cookies, you must install a corresponding add-on, e.g. "Better Privacy" for Mozilla Firefox (<https://addons.mozilla.org/de/firefox/addon/betterprivacy/>) or Adobe-Flash-Killer-Cookie for Google Chrome.

(4) This stored information will be stored separately from data, which are possibly further entered with our company. The data of the cookies will in particular not be linked with your further data.

(5) You can prevent the storage of the cookies by a corresponding setting of your browser software; however we would like to inform you that in this case you will, if applicable, not be able to use all functions of this website in full.

3. Collection of personal data through the contact form

We collect your personal data if you make these available to us by completing the contact form. The stated data will be exclusively processed and used in order to make the requested information available to you. The mandatory information for the processing of your concern is marked accordingly. A processing and use of your data beyond this for advertising purposes or for market research is only carried out with your explicit consent.

4. Use of Google Analytics

(1) This website uses Google Analytics, a web analysis service of Google Inc. ("Google"). Google Analytics uses so-called "cookies", text files, which are stored on your computer and which enable an analysis of the use of the website by you. The information generated by the cookie concerning your use of this website is as a rule transmitted to a server of Google in the USA and stored there. In the event of the activation of the IP anonymization on this website, your IP address will however be previously abbreviated by Google within member states of the European Union or in other contracting states of the Treaty on the European Economic Area. Only in exceptional cases will the full IP address be transmitted to a server of Google in the USA and abbreviated there. By order of the operator of this website Google will use this information in order to evaluate your use of the website in order to compile reports on the website activities and in order to provide further services associated with the website use and the Internet use towards the website operator.

(2) The IP address transmitted by your browser within the framework of Google Analytics will not be amalgamated with other data by Google.

(3) You can prevent the entry of the data generated by the cookie and which refer to your use of the website (incl. your IP address) to Google as well as the processing of these data by Google by downloading and installing the browser plug-in available under the following link: <http://tools.google.com/dlpage/gaoptout?hl=de>.

(4) This website uses Google Analytics with the extension "_anonymizeIp()". This way IP addresses are further processed in an abbreviated form, a direct reference to the person can therefore be excluded.

(5) The use of Google Analytics is carried out in line with the pre-requisites upon which the German data protection authorities agreed with Google. Information of the third party provider: Google Dublin, Google Ireland Ltd., Gordon House, Barrow Street, Dublin 4, Ireland, Fax: +353 (1) 436 1001. Conditions of use: <http://www.google.com/analytics/terms/de.html>, overview regarding the privacy: <http://www.google.com/intl/de/analytics/learn/privacy.html>, as well as the privacy policy: <http://www.google.de/intl/de/policies/privacy>.

5. Use of Social Media Plug-ins

(1) We currently use the following social media plug-ins: Facebook, Twitter, LinkedIn, Xing. We hereby use the so-called 2-click solution. This means if you visit our site, first of all principally no personal data are forwarded to the providers of these plug-ins. You will recognise the provider of the plug-in through the marking on the greyed out box owing to the first letter. Only if you click on one of the plug-ins will personal

data be transmitted: By the activation of the plug-in data will be automatically transmitted to the respective plug-in provider and stored there (with US providers in the USA). We neither have any influence on the collected data and data processing transactions, nor are we aware of the full scope of the data collection, the purposes or the storage deadlines. As the plug-in provider in particular carries out the data collection via cookies we recommend you to delete all cookies before clicking on the greyed out box via the security settings of your browser.

(2) When you activate a plug-in the plug-in provider will receive the information that you have called the corresponding sub-site of our online offer. Moreover, the data stated under § 4 of this policy will be transmitted whereby in the event of Facebook and Xing according to the information of the respective providers in Germany only an anonymised IP will be collected. This is carried out irrespective of whether you possess an account with this plug-in provider and are logged in there. If you are logged-in with the plug-in provider these data will be directly allocated to your account. If you press the activated button and e.g. link the site, the plug-in provider will also store this information in your user account and will publicly inform your contacts hereof. If you do not request the allocation with your profile with the plug-in provider you have to log-out before activating the button.

(3) The plug-in provider shall store these data as a use profile and use these for the purposes of advertising, market research and/or design of its website suitable for the needs. Such an evaluation is in particular carried out (also for users who are not logged in) in order to present advertising suitable for the needs and in order to inform other users of the social network about your activities on our website. You are entitled to a right of objection against the formation of these user profiles, whereby you must contact the respective plug-in provider in order to exercise this right.

(4) You will receive further information regarding the purpose and scope of the data collection and their processing by the plug-in provider in the privacy policies of these providers listed below. There you will also receive further information regarding your rights and setting possibilities in this respect for the protection of your privacy.

(5) Addresses of the respective providers and URL with their privacy notices:

- a) Facebook Inc., 1601 S California Ave, Palo Alto, California 94304, USA; <http://www.facebook.com/policy.php>; further information concerning data collection: <http://www.facebook.com/help/186325668085084>, [http://www.facebook.com/about/privacy/your-info-on-other applications](http://www.facebook.com/about/privacy/your-info-on-other-applications) and [http://www.facebook.com/about/privacy/your-info everyoneinfo](http://www.facebook.com/about/privacy/your-info-everyoneinfo).
- b) Twitter, Inc., 1355 Market St, Suite 900, San Francisco, California 94103, USA; <https://twitter.com/privacy>.
- c) LinkedIn Corporation, 2029 Stierlin Court, Mountain View, California 94043, USA; <http://www.linkedin.com/legal/privacy-policy>.
- d) Xing AG, Gänsemarkt 43, 20354 Hamburg, Germany, <http://www.xing.com/privacy>.

6. Legal basis for processing and purpose of personal data protection

(1) Beohemija d.o.o. may process personal data if any of the following conditions is met:

- If you, as the data subject, have given consent to the processing of your personal data for one or more specific purposes;
- If processing is necessary for the performance of a contract to which you as the data subject are party or in order to take steps at your request prior to entering into a contract;
- If processing is necessary for compliance with a legal obligation to which Beohemija d.o.o. is subject;
- If processing is necessary in order to protect the vital interests of the data subject or of another natural person;
- If processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller;
- If 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 the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

(2) Beohemija d.o.o. protects and respects your personal data and will not disclose it to any third party, except where:

- You have consented to having your data disclosed to a third party;
- We are required by law to disclose certain data, including personal data (e.g. court order), in which case we are not required to seek your additional consent for disclosing the personal data.

(3) Beohemija d.o.o. collects and uses personal data in accordance with the applicable regulations, for the following purposes:

- Replying to inquiries and requests from clients, business partners and individuals;
- Managing, evaluating and improving our presentation and business;
- Other legitimate business purposes, such better understanding of interactions with our website, to provide information we believe may be of interest to you, in order to check the effectiveness of our promotional campaigns.

(4) Beohemija d.o.o. does not collect or process data the processing of which is prohibited, such as data relating to criminal offences and convictions and security measures, data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership. Beohemija d.o.o. does not process genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

7. Personal data protection and retention period

(1) Beohemija d.o.o. applies technical and organisational measures to ensure your personal data are processed only in accordance with the law and the purpose of collection and processing of your personal data, and also to protect your personal data from accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

(2) The personal data you provide to us are not sold or disclosed, except as described herein or except as otherwise communicated to you at the time of data collection. They may be made available to service providers we hire to manage our website on our behalf and analyse its data. Such service providers are bound by contract to protect by appropriate means the privacy and safety of the personal data they protect on our behalf. Furthermore, your personal data may be disclosed if we are required by law to do so (e.g. by a court order).

(3) We keep your personal data in accordance with the applicable legislation, only for as long as necessary to achieve the purpose of processing and/or for a period laid down by the law and/or for a period required to execute a contract.

(4) We will keep your personal data you provided to us to keep you updated on new promotions, new products and other current issues until you revoke your consent and such data will not be made available to third parties or used for other purposes.

(5) If you withdraw your consent, we will delete any personal data collected on the basis of your consent even before the purpose of data collection has been achieved.

(6) If you have consented to specific collecting, processing and use of your personal data, you may revoke your consent at any time, effective from that date on. Withdrawal of consent does not affect the lawfulness of processing carried out on the basis of such consent before its withdrawal.

8. Right to information, access and withdrawal

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

- The right to be informed about the collection and processing of your personal data;
- The right to access the data we have collected about you;
- The right to rectification of personal data, if they are incomplete or inaccurate;
- The right to be forgotten, i.e. the right to demand that the personal data we hold about you be erased;
- The right to withdrawal of consent to personal data processing, where consent is the basis for processing;
- The right to oppose personal data processing;
- The right to object to the processing of your data for a specific purpose;
- The right to lodge a complaint with the Commissioner for Information of Public Importance and Personal Data Protection, if you do not receive a reply within 30 days of the date of your request to exercise data subject rights or if you are not satisfied with the reply you received;
- Other rights provided for by positive legislation in the field of personal data protection.

(2) To exercise your data subject rights, please contact us at office@beohemija.com or at the addresses stated in our masthead.

9. Children

We do not collect any personal information about minors. In the event that data are collected unwittingly we will delete these immediately.

10. Validity of and amendments to the Privacy Policy

(1) If our website features a link that redirects you to other websites, it is important to bear in mind that other websites operate according to their own Terms and Conditions of Use, Cookies Policy and Privacy Rules and Beohemija d.o.o. has no control over them, does not have their information and cannot guarantee or be responsible for any content, advertising, products or other materials available on those websites.

(2) Behemija d.o.o. reserves the right to change and update this Privacy Policy, in particular whenever the legislation on electronic communications and personal data protection is amended. Beohemija d.o.o. will seek your consent for all material changes to the Privacy Policy, where required by the laws governing electronic communications and personal data protection.

(3) If you do not agree with our Privacy Policy, please stop using our website immediately.

11. Contacts

(1) If you have any questions concerning this Policy or your personal data, please contact us at office@beohemija.com or at the addresses stated in our masthead.