

# Privacy Policy

This Privacy Policy describes how **IE ARTURO FERNANDEZ** ("we", "us", "our") collects, uses, and protects personal data of visitors and users of the website <https://fernandes-media.com/> ("Website"). We are committed to ensuring the confidentiality and security of your personal information.

Company Information:

- **Legal Name:** IE ARTURO FERNANDEZ
- **Address:** Georgia, Tbilisi, Saburtalo District, Bakhrioni Street, N 22, N75
- **Country:** Georgia
- **Contact Email:** info@fernandes-media.com
- **Data Protection Officer:** Not appointed

## 1. Data We Collect

We collect only the data necessary to operate our Website and provide services.

### 1.1 Data Provided Directly by Users

When submitting the contact form, we collect:

- **Phone number**

### 1.2 Automatically Collected Data

We use analytics tools to enhance the performance of our Website:

- Google Analytics
- Meta Pixel

These tools may collect:

- IP address
- Device and browser information
- Pages viewed and time spent on the Website
- Interaction data
- Cookies and identifiers

## 2. Purpose of Data Collection

We collect and process data for the following purposes:

- **Marketing** – personalizing and improving marketing materials
- **Analytics** – analyzing Website performance and user behavior
- **Communication** – responding to inquiries sent via the contact form
- **Commercial Offers** – preparing and sending project proposals

## 3. Legal Basis for Processing

We process your data on the following legal bases:

- **User consent** (e.g., submission of a contact form)
- **Legitimate interest** (analytics, Website optimization)

## 4. Data Sharing and Disclosure

We **do not transfer or sell personal data** to third parties. All collected data is used exclusively for the purposes described above.

Analytics providers (Google, Meta) may process anonymized statistical data according to their own privacy policies.

## 5. International Data Transfers

Because our analytics tools operate worldwide, data may be processed on servers located in different countries. We rely on standard data protection safeguards provided by these services.

## 6. Data Retention

We store personal data only as long as necessary to fulfill the purposes for which it was collected. Analytics data may be retained according to Google and Meta retention policies.

## 7. Cookies

We use cookies to ensure Website functionality and improve user experience.

## **Types of cookies:**

- **Essential cookies** – required for proper Website functioning
- **Analytics cookies** – help analyze Website traffic (Google Analytics)
- **Marketing cookies** – help measure ad performance (Meta Pixel)

You may manage or disable cookies in your browser settings.

A detailed Cookie Policy is provided separately below.

## **8. User Rights**

Depending on your region, you may have the right to:

- Access your personal data
- Request correction or deletion
- Withdraw consent
- Request restriction of processing
- Object to processing

To exercise your rights, contact us at: [info@fernandes-media.com](mailto:info@fernandes-media.com)

## **9. Security Measures**

We implement administrative and technical safeguards to protect personal data from unauthorized access and misuse.

However, no online transmission or storage system can be guaranteed 100% secure.

## **10. Links to Third-Party Websites**

Our Website may contain external links. We are not responsible for the content and privacy practices of third-party websites.

## **11. Updates to This Policy**

We may update this Privacy Policy to reflect changes in technologies, legal requirements, or our operations. Updates will be posted on this page with the new effective date.

## 12. Contact Information

If you have questions about this Privacy Policy, contact us at:

**Email:** info@fernandes-media.com **Company:** IE ARTURO FERNANDEZ **Address:** Georgia, Tbilisi, Saburtalo District, Bakhrioni Street, N 22, N75

## Cookie Policy

This Cookie Policy explains how **IE ARTURO FERNANDEZ** uses cookies and similar technologies on <https://fernandes-media.com/>.

### 1. What Are Cookies?

Cookies are small text files stored on your device when you visit a website. They help improve user experience and track Website performance.

### 2. Types of Cookies We Use

#### 2.1 Essential Cookies

Required for Website functionality.

#### 2.2 Analytics Cookies

Used to analyze traffic and usage patterns.

- Google Analytics cookies

#### 2.3 Marketing Cookies

Used for measuring ad effectiveness and retargeting.

- Meta Pixel cookies

### 3. How to Manage Cookies

You may:

- Change cookie settings in your browser
- Block or delete cookies

Note: disabling certain cookies may affect Website performance.

## **4. Updates to Cookie Policy**

We may update this Cookie Policy periodically. Changes will be posted on this page.