

# Privacy Policy

## Introduction

Welcome to Bizi Kids. Your privacy and trust are of utmost importance to us.

This Privacy Policy explains how we collect, use, store, and protect your personal information through the Bizi Kids application (hereinafter referred to as the “Application”), which is owned and/or managed by us. This Policy applies to all users of the Application and the services we offer, including visitors, users, subscribers, and third parties who collaborate with us to provide additional services.

## 1. About the platform

Bizi Kids and Bizi School together constitute an integrated platform, as a marketplace for extracurricular activities, such as classes and activities for children. Mentors/schools use the Bizi School application as vendors of services to publish and promote their classes and activities. Consequently, parents use the Bizi Kids application to conveniently browse and purchase the classes published by the vendors for the benefit of their children.

Both applications are available for download only via the official Apple App Store and Google Play Store.

## 2. Types of information collected

As part of providing our services, we collect various types of information, including:

- **Personal information:** Name, surname, address, email address, phone number, and other data that can directly or indirectly identify the user.
- **Usage information:** Information about your activities with the Application, such as pages viewed, time spent on each page, and interactions with the app’s content.
- **Technical data:** IP address, device type, operating system, browser type, and other technical information that help us maintain and improve our services.
- **Third-party information:** Information provided by partner platforms and third parties that assist us in improving the service and content tailoring.

## 3. Use of information

The information collected through our Application is used for various purposes, including:

- **Service provision:** We use personal information to provide services to users, including organizing activities and confirmation of orders.
- **Optimization of user experience:** Analyzing application usage data to improve functionality and provide relevant content to users.

- **Communication:** Using data to send emails with information about new features, special offers, and promotions relevant to users.
- **Compliance with legal obligations:** Using information to meet legal and regulatory requirements.

#### 4. Sharing information with third parties

Bizi Kids respects the privacy of its users and will not share personal information without prior user consent, except in the following cases:

- **With partner organizations:** When services are provided jointly with our partners, your information may be shared to ensure the highest level of service.
- **With service providers:** Sharing information with third parties that assist with data processing, analytics, and other services related to app functionality.
- **Legal requirements:** Providing information in cases required by law, regulations, or requests from competent authorities.

#### 5. Information protection

We take all reasonable technical, administrative, and physical measures to protect your data from unauthorized access, alteration, loss, or misuse. We also use additional security protocols to safeguard sensitive data.

#### 6. Data retention

We retain data only as long as necessary to fulfill the purposes for which it was collected or to meet legal obligations. Once the information is no longer needed, it is deleted or anonymized, in accordance with our data retention policy.

#### 7. Your rights

Users have the right to:

- **Access data:** Obtain information about the data we hold and how it is used.
- **Rectify data:** Request corrections to inaccurate information.
- **Delete data:** Request deletion of their data, provided it aligns with legal obligations.
- **Restrict processing:** Limit certain types of data processing, particularly for marketing purposes.
- **Data portability:** Receive a copy of their data in a structured, organized, and machine-readable format.

#### 8. Privacy policy for minors

Our Application and services are intended for individuals over the age of 18. We do not knowingly collect data from minors. If it is determined that we have unintentionally collected data from individuals under 18, such data will be removed from our databases.

In compliance with GDPR requirements, our Application ensures the highest level of privacy for children's data. All personally identifiable information, such as names, nicknames, or images of children, is securely encrypted before being sent to the server. Our Application uses advanced AES-256 cryptographic techniques, employing encryption keys via the PBKDF2 algorithm to ensure that data remains unreadable, protected, and accessible only to the end user (parent). The encryption process guarantees that unencrypted personal data of children is not stored in our database, ensuring full compliance with privacy regulations.

## **9. Changes to the privacy policy**

This Privacy Policy may be periodically updated to comply with legal regulations or improve our practices.

## **10. Contact us**

For any questions, comments, or requests related to this Privacy Policy, please contact us at: [contact@bizi.kids](mailto:contact@bizi.kids)

**Bizi Kids**

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This Privacy Policy is effective from **01.01.2025** and remains valid until the next updated version.