

Privacy Policy

Last Updated: **15. March 2026**

Effective Date: **15. March 2026**

This Privacy Policy explains how **Clean Carpet** (doing business as **Clean Carpet**) (“we,” “us,” or “our”) collects, uses, and protects personal information when you interact with our website at <https://cleancarpet.rs/>, our products, or any related services (collectively, the “Services”). We are committed to safeguarding your information and handling it responsibly in accordance with applicable data protection laws.

Our business is located at **Живка Живковића 29, Београд 11309, Živka Živkovića 29, Beograd 11309 Republic Of Serbia.**

If you have questions about this Privacy Policy or the way we process personal information, you can contact us at ts.cleancarpet@gmail.com or by phone at +381 64 3958 558 or via post to the address indicated below.

Our Role in Data Processing

We act as a **data controller** in relation to the personal information we collect through our Services. This means we determine the purposes and means of processing your personal information, such as when we operate our website, manage accounts, provide customer support, analyze usage patterns, or communicate with users.

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1. Information We Collect

We collect personal information that you provide directly, information generated automatically when you use our Services, and information obtained from third-party tools that support our operations. The specific personal information we collect depends on how you interact with our Services, the features you use, and the choices you make.

Personal information we receive directly from you or collect automatically includes:

Identifiers

- Name
- Email address
- Phone number
- Physical address

Usage Data

- Pages visited
- Actions taken
- Features used
- Navigation patterns

Analytics and Tracking Data

- Cookie data
- Analytics events
- Usage logs

Communication Data

- Messages or information provided through forms or support

Preferences and Localization Data

- Language settings
- Time zone
- City-level location (if available)

Some features of our Services require specific personal information to function.

All personal information you provide must be accurate, complete, and up to date. You are responsible for notifying us if any of your information changes so we can maintain accurate records.

2. How We Collect Information

We collect personal information through a combination of information you provide directly, information gathered automatically when you use our Services, and information supplied by third-party providers that support our operations.

Information You Provide Directly

We collect personal information that you choose to provide when you interact with our Services. This includes information submitted when you:

- create an account or update profile details
- complete forms, make purchases, or engage with customer support
- respond to surveys, request information, or communicate with us

This information typically includes identifiers (such as name, email, phone number), account details, and any other information you voluntarily provide as part of your use of the Services.

Information Collected Automatically

When you visit our website or use the Services, we automatically collect certain technical and usage information. This data does not usually reveal your identity but may include:

- IP address and device identifiers
- browser type, operating system, and device characteristics
- language settings and time zone
- pages viewed, links clicked, and navigation patterns
- error logs, performance data, and diagnostic information
- cookie data, analytics events, and usage logs

This information helps us operate, secure, and optimize the Services, and supports internal analytics, reporting, and service improvement.

3. How We Use Your Information

We only process personal information when we have a valid legal basis under applicable data protection laws. This means we process data when it is necessary to provide our Services, fulfill our contractual obligations, comply with legal requirements, protect important interests, or pursue legitimate business purposes that do not override your rights.

Legal Bases We Rely On

We may rely on the following legal bases to process personal information:

- **Contract** - when processing is necessary to provide the Services or take steps at your request.
- **Consent** - when you voluntarily provide information for a specific purpose; you may withdraw consent at any time.

- **Legitimate interests** - when processing is necessary for our business operations and does not override your rights.
- **Legal obligation** - when we must process data to comply with applicable laws.
- **Vital interests** - when necessary to protect the safety or vital interests of an individual.

Purposes for Which We Process Personal Information

- We analyze usage data to understand how our Services are used and to improve functionality, performance, and user experience.

Legal basis: **based on our legitimate interests (e.g., Service Improvement)**

Our legitimate interests include service improvement.

4. How We Process Your Information

We process personal information in ways that are appropriate to the nature of the data and the purposes for which it is collected. This includes storing, organizing, using, transmitting, and deleting information when it is no longer required. We apply principles of data minimization, purpose limitation, and accuracy to ensure that personal information is processed only when necessary and for clearly defined purposes.

Access to personal information is limited to authorized personnel who require it to perform their job duties and who are bound by confidentiality obligations. We implement technical and organizational measures designed to protect personal information against unauthorized access, disclosure, alteration, or misuse. These measures may include access controls, authentication procedures, logging, encryption in transit and at rest (where appropriate), monitoring, and routine security assessments.

We may combine information collected from different sources when this is necessary to operate the Services or when required to meet a lawful purpose, such as preventing fraud or maintaining the security of our platform.

We retain personal information only for as long as needed for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. For more details, see the [“How Long We Retain Information”](#) section.

Where required by applicable laws, we provide users with the ability to access, update, delete, restrict, or withdraw consent to the processing of their personal information. Additional rights may apply depending on your location; see the [“Your Rights”](#) section for more information.

5. Automated Decision-Making and Profiling

We do not use automated decision-making or profiling in a way that produces legal or similarly significant effects. If this changes in the future, we will update this Policy and provide any required notices or options.

6. Cookies & Tracking Technologies

We use cookies and similar tracking technologies (such as web beacons, tags, and pixels) to operate our website, understand how it is used, improve performance, and enhance your experience. These technologies help us maintain platform security, remember your preferences, prevent errors, and support essential site features.

We may use the following categories of cookies:

- **Necessary / Essential Cookies:** Required for the website to function properly and to provide services explicitly requested by the user.
- **Analytics / Performance Cookies:** Collect aggregated or behavioral data to help website owners understand usage and improve performance.
- **Social Media Cookies:** Set by social networks when content is embedded or social-sharing features are used.

Some cookies are set directly by us (“first-party cookies”), while others may be placed by third-party providers that support our operations (“third-party cookies”), such as analytics, advertising, or customer support tools.

Necessary/Essential cookies are always active, while Analytics/Performance, Advertising/Marketing, and Functional/Preference cookies are used only with consent where required by law. You can manage your preferences at any time through the Cookie Banner or settings page.

7. How We Share Your Information

We do not share personal information with third parties, except when required by law or to protect our legal rights.

8. International Transfers

We do not share personal information with third parties, except when required by law or to protect our legal rights.

9. How Long We Retain Information

We retain personal information only for as long as necessary to fulfill the purposes for which it was collected, comply with legal and regulatory requirements, resolve disputes, and enforce our

agreements. We do not keep personal information longer than needed, and retention periods may vary depending on the type of data and the reason it was collected.

When we no longer have a legitimate business need to process personal information, we will delete or anonymize it. If deletion is not immediately possible (for example, due to technical constraints or backup systems), we will securely store the information and isolate it from further processing until deletion is feasible.

We retain personal information for the following periods:

We retain personal data only as long as necessary to fulfill the purposes described in this policy, unless a longer retention period is required or permitted by law.

With regard to cookies and tracking data, we retain personal information according to the durations listed in the Cookie Policy. If no specific retention period applies, we delete or anonymize personal information once it is no longer necessary for the purpose collected.

10. How We Keep Your Information Safe

We implement appropriate technical and organizational measures to protect personal information from unauthorized access, disclosure, alteration, or destruction. These measures are designed to provide a level of security appropriate to the risks associated with processing personal information.

Our safeguards may include:

- **Encryption** of data in transit and at rest
- **Access controls** to limit who can view or handle information
- **Monitoring and logging** of system activity to detect potential issues
- **Regular security assessments** and updates to our systems
- **Secure data storage and transmission practices**
- **Employee training** on data protection and security

While we take reasonable steps to safeguard personal information, no system or method of transmission over the internet is completely secure. Because of this, we cannot guarantee absolute security.

If we identify a data breach that affects your personal information, we will notify you and any applicable supervisory authorities when required by law.

11. Your Rights

Individuals have certain rights regarding their personal information. These rights vary depending on where they live, but we aim to provide clear and accessible options for all users.

Rights for Users in the European Union (EU/EEA)

If you are located in the EU/EEA, you have the following rights under the GDPR:

- **Right of access:** Request a copy of the personal information we hold about you.
- **Right to correction:** Request that we correct inaccurate or incomplete information.
- **Right to deletion:** Request deletion of your personal information in certain circumstances.
- **Right to restrict processing:** Request that we limit how your data is used.
- **Right to object:** Object to processing based on legitimate interests or direct marketing.
- **Right to data portability:** Request your information in a structured, commonly used format.
- **Right to withdraw consent:** Withdraw consent at any time when processing is based on consent.

If you believe your personal data is being processed unlawfully, you have the right to lodge a complaint with a data protection authority. You can usually contact the authority in your country of residence, place of work, or where you believe a violation has occurred.

Rights for All Users

Regardless of where you live, we provide all users with the ability to:

- Request access to the personal information we hold.
- Request corrections or updates.
- Request deletion where appropriate.
- Withdraw consent where processing is based on consent.

You can submit a request to exercise your rights by contacting us using the details provided in the “[How To Contact Us](#)” section. Users in jurisdictions requiring consent for cookies and tracking (e.g., EU/EEA) may withdraw consent at any time via the cookie banner, privacy settings page, or by contacting us. Withdrawal does not affect the lawfulness of processing performed before withdrawal. We may need to verify your identity before processing your request.

12. Children's Privacy

Our Services are not directed to children, but may be used by, or made available to, individuals under the age of 16. We do not knowingly collect personal information from children, but when we do so it is unsolicited, incidental or in accordance with applicable child data protection laws.

If you are a child, please do not attempt to register for the Services or send any personal information about yourself to us.

We may collect personal information from users under 16 without parental consent where this is permitted by applicable law and limited to what is necessary to provide our Services.

Parents or guardians who believe we may have mistakenly or unintentionally collected personal information of a child without appropriate consent may contact us to review, update, or request deletion of their child's personal information by using the contact details provided in the "[How To Contact Us](#)" section.

13. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, operational needs, or applicable laws. When we make changes, we will update the "Last Updated" date at the top of this Policy.

We use the following method(s) to notify users of significant changes to this Privacy Policy:

- Sending an email notification

We encourage you to review this Privacy Policy periodically to stay informed about how we collect, use, and protect your personal information.

14. How to Contact Us

If you have questions, concerns, or requests related to this Privacy Policy or our handling of personal information, you may contact us using the details below:

Milovan Đorđević

Clean Carpet

ts.cleancarpet@gmail.com

+381 64 3958 558

Живка Живковића 29

Београд 11309

Živka Živkovića 29

Beograd 11309 Republic Of Serbia