

PRIVACY POLICY

(For customers in the USA & UK)

Effective Date: November 13, 2025

Website: www.rabbit-genetics.com

1. Introduction

This Privacy Policy describes how personal information is collected, used, and protected when you visit or make a purchase from www.rabbit-genetics.com, operated by:

Tadeáš Mikurda

Teplická 2171/39

05801 Poprad

Slovakia

Company ID (IČO): 56 157 312

Tax ID (DIČ): 1129612275

VAT ID: SK1129612275

Email: genetikakralikov@gmail.com

For the purposes of data protection laws:

- For customers in the **UK**, the Seller acts as a **Data Controller** under UK GDPR.
- For customers in the **USA**, the Seller follows relevant state privacy standards and best practices.
- For customers in Canada, we follow the principles of PIPEDA (Personal Information Protection and Electronic Documents Act) and applicable provincial privacy laws.

The online store is hosted on **Shopify**, which provides secure e-commerce infrastructure.

2. Data We Collect

We collect only the information necessary to process your order and operate the store:

2.1 Information You Provide

- Name
- Email address
- Billing information (country, city, address if provided)
- Order details
- Customer support messages

2.2 Automatically Collected Information

When you browse the site, Shopify automatically collects:

- IP address
- Browser type
- Device information
- Timezone
- Cookies
- Pages visited
- Interaction with the store

2.3 Payment Data

We do **not** store or have access to your payment card details.

Payments are processed by:

- **Stripe**
- **PayPal**

They process card data according to PCI-DSS security standards.

3. How We Use Your Data

Your data is used solely for:

- Processing and completing your order
- Delivering the e-book via email or download link
- Providing customer support
- Fulfilling accounting and tax obligations
- Preventing fraud and securing the website
- Improving website performance (analytics)

We do **not** sell, rent, or share your data with advertisers.

4. Legal Basis for Processing (UK GDPR)

For UK customers, data is processed based on:

- **Contractual necessity** – to fulfill your order
- **Legal obligation** – for accounting and tax records
- **Legitimate interests** – to prevent fraud and ensure security
- **Consent** – if you opt into marketing emails (optional)

5. Sharing Your Data

Your personal data may be shared only with essential service providers:

- **Shopify (store platform)**
- **Stripe / PayPal (payments)**
- **Email service providers (order delivery email)**
- **Analytics services (Shopify Analytics / Google Analytics)**
- **Government authorities** if required by law

We never sell personal information to third parties.

6. International Data Transfers

Because the store operates internationally, your data may be transferred outside the UK or EU.

Transfers occur only to services that follow recognized safety mechanisms such as:

- UK GDPR adequacy decisions
- EU–US Data Privacy Framework
- Standard Contractual Clauses (SCC)
- Shopify’s global privacy compliance measures

Your data is protected at all times.

7. Data Retention

We store:

- Order and billing records: **10 years** (required by law)
- Email and customer support messages: **24 months**
- Technical logs: **12 months**

After these periods, data is securely deleted.

8. Cookies

Shopify uses cookies necessary for:

- Website operation
- Shopping cart functionality
- Security
- Analytics (optional)

You can disable cookies in your browser.

9. Your Rights

9.1 UK Customers (UK GDPR)

You have the right to:

- Access your data
- Correct inaccurate data
- Request deletion (“right to be forgotten”)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent (if applicable)

Contact us to exercise your rights.

9.2 USA Customers

Privacy rights vary by state, but we provide universally:

- Right to know what information we collect
- Right to access your data
- Right to request deletion
- Right to non-discrimination for exercising these rights

We do not sell personal information (as defined by U.S. state laws).

10. Security

We use technical and organizational measures to protect your data:

- Shopify’s secure servers
- SSL/HTTPS encryption
- Anti-fraud systems
- Limited access to personal data
- Secure data storage

However, no online service can guarantee absolute security.

11. Children's Privacy

This website is not intended for children under **16 years of age**.
We do not knowingly collect data from children.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.
Changes will be posted on this page with an updated "Effective Date."

13. Contact Information

For privacy-related questions or requests, contact:

genetikakralikov@gmail.com
+421 908 739 800