

Privacy Policy

Last Updated: February 5th, 2025

1. Introduction

Thank you for visiting WEBART.AL website. We are committed to protecting your personal data and ensuring compliance with Law No. 124/2024 on Personal Data Protection. This Privacy Policy explains how we collect, use, store, and protect your personal data when you interact with our website or use our services.

By using our website and services, you consent to the processing of your personal data in accordance with this Privacy Policy.

2. Data We Collect

We collect and process the following categories of personal data:

- Contact Information: Name, email address, phone number.
- Demographic Information: Location, preferences, and interests.
- Usage Data: IP address, browser type, device information, and website interactions.
- Cookies and Tracking Data: Session data and preferences through cookies and tracking technologies.

3. Purpose and Legal Basis for Data Processing

We process your personal data for the following purposes:

Purpose	Legal Basis
Providing and improving our services	Performance of a contract (Article 7(b))
Communicating with users	Legitimate interest (Article 7(f))
Analyzing website usage	Legitimate interest (Article 7(f))
Ensuring security and compliance with laws	Legal obligation (Article 7(c))
Marketing communications (only with consent)	Consent (Article 7(a))

4. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance user experience. Users can manage cookie preferences in their browser settings.

5. Sharing of Personal Data

We do not sell, rent, or trade personal data. We may share data only in the following cases:

- With service providers who assist us in operating the website (bound by confidentiality agreements).
- When required by law for legal compliance or law enforcement requests.
- With consent for specific purposes (e.g., marketing).

6. Data Retention

We retain personal data only for as long as necessary to fulfill its intended purposes or as required by law. Data retention periods are as follows:

- Account and contact details: Up to 5 years after the last interaction.
- Website usage data: Up to 2 years.
- Legal compliance records: As required by law.

7. Data Security

We implement technical and organizational measures to protect your personal data from unauthorized access, loss, or misuse.

8. Your Rights

Under Law No. 124/2024, you have the following rights:

- Right to Access (Article 14) – Request a copy of your personal data.
- Right to Correction (Article 15) – Correct inaccurate or incomplete data.
- Right to Erasure (‘Right to be Forgotten’) (Article 16) – Request deletion of your data under specific circumstances.
- Right to Restriction of Processing (Article 17) – Request a limitation on data processing.
- Right to Data Portability (Article 18) – Transfer data to another service provider.
- Right to Object (Article 19) – Object to processing for legitimate interests, including direct marketing.

- Right to Not Be Subject to Automated Decision-Making (Article 20) – Opt-out of fully automated decisions affecting you.

To exercise these rights, please contact us at info@webart.al.

9. Processing of Children's Data

Our services are not intended for individuals under 16 years of age. We do not knowingly collect data from minors without parental consent.

10. International Data Transfers

If we transfer your data outside Albania or the EU, we ensure appropriate safeguards, such as Standard Contractual Clauses (SCCs) or adequacy decisions by the European Commission.

11. Changes to this Privacy Policy

We may update this Privacy Policy to reflect changes in legal requirements or business practices. The updated policy will be published on our website, and users will be notified of material changes.

12. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us at the email address info@webart.al.