

Privacy Policy

1. General

This Privacy Policy explains the collection, processing, and usage ("processing") of personal data collected when you use or engage with DERMAGURU's services or offers. The responsible entity under data protection law is Derma Balance Kft. 1096 Budapest, Haller 2, Hungary ("DermaGuru"). You may use DERMAGURU services anonymously; in such cases, we only collect non-identifying access data, such as your internet provider, browser type, or the referring website, solely to improve our services.

2. Data Collection

We collect personal data when you initiate an order, create a profile, or subscribe to our newsletter. Only the information necessary for fulfilling the contractual relationship is mandatory. For returning customers, DERMAGURU automatically collects technical information transmitted by your browser and stored in server logs, particularly through cookies essential for providing services.

3. Use and Processing of Data

DERMAGURU uses your personal data primarily for four purposes:

- Establishing and processing your order or customer profile.
- Technical processing and combining of service usage data for billing purposes (e.g., PayPal payment processing).
- After contract completion and full payment, your data is blocked from further use and deleted after mandatory tax and commercial retention periods unless you consent explicitly to further usage.
- Newsletter subscription data (email) is used exclusively for advertising purposes until you unsubscribe.

4. Transfer of Data to Third Parties

DERMAGURU shares personal data with third parties only:

- When required for order fulfillment or payment processing, such as sharing information with credit card companies or shipping providers.
- For validating provided information (credit card details, banking information) based on legitimate interests, within legal limits.
- With logistics companies or public authorities upon lawful request (e.g., criminal investigations).

5. Data Deletion

Personal data no longer needed for stated purposes, including billing, will be initially blocked and later permanently deleted after a defined period, to prevent accidental or intentional misuse. Technical backups and copies may temporarily delay final deletion. Specific data retention periods required by commercial and tax laws are adhered to.

6. Data Security and Analytics

DERMAGURU takes measures to protect personal data from unauthorized access or misuse. Access is limited strictly to necessary personnel. For registered customers, access is secured via username and password. Customers are advised to keep login details confidential and log out fully when using shared or public computers.

We use Google Analytics by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA), which uses cookies to analyze website usage. Information generated by cookies about your website usage is transmitted to Google's US servers. IP addresses within the EU or European Economic Area are anonymized by Google prior to transmission; full IP addresses are shortened in exceptional cases only in the USA. Google uses this information to evaluate site usage, compile activity reports, and provide related services. You may prevent cookie storage through browser settings, but this might affect certain website functionalities.

You have the right to freely request access, correction, or deletion of your stored data at any time, withdraw consent for newsletters and advertisements, and adjust cookie settings through your browser.