

# Privacy Policy

This is the Privacy Policy of MRPOPULAR (hereinafter referred to as "Administration", "we," "us" or "our"). Our Privacy Policy explains how we collect, use, share and protect information in relation to our Website <https://mrpopular.net> (the "Service"). We collect this information when you visit our website with your computer, tablet or mobile phone, as well as during the use of any of our Websites, services, products or services and during the execution by MRPOPULAR of any agreements and agreements with the User.

By using the Service, you understand, agree and give your unconditional consent to the collection and use of information in accordance with this Privacy Policy. Our Privacy Policy applies to all visitors, users, and others who access the Service ("Users"). In case of disagreement with our Privacy Policy, the User should refrain from using the Website.

## 1. Definitions

- 1.1. Data Controller — the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.
- 1.2. Administration — the entire administrative and technical team of the Service «MRPOPULAR», responsible for its development and maintenance of efficiency. The Administration is in direct contact with the User and undertakes to provide consulting information on issues directly related to the use of the Service.
- 1.3. Personal Data — Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).
- 1.4. Usage Data — data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- 1.5. Processing of Personal Data — any operation (action) or a set of those that the Operator produces with personal data. They can collect, record, systematize, accumulate, store, clarify (if necessary, to update or change), extract, use, transfer (distribution, granting, access access), depersonalize, block, remove, and even destroy. These operations (actions) can be performed both automatically and/or manually.
- 1.6. Confidentiality of Personal Data — is a mandatory requirement for the Data Controller or any other official working with the User's data to keep the information confidential, without disclosing it to outsiders, if the user who provided the personal data has not expressed his consent, and there is no legal basis for disclosure.
- 1.7. Website — service "MRPOPULAR" that provides services for online promotion in social networks, as well as SMM, SEO and PR services on the Internet, located on the Internet at <https://mrpopular.net>.

- 1.8. User — is any living individual who is using our Website and/or its services and is the subject of Personal Data. The User corresponds to the Data Subject, who is the subject of Personal Data.
- 1.9. Service — a set of all the Services provided by the Website at <https://mrpopular.net> to the User.
- 1.10. Services — a set of functions of a technical nature, provided to the User as part of the paid purchase of promotion services and advertising. In particular, the Service solves the problem of attracting subscribers, likes, reposts, comments, etc., to the User accounts in social networks.
- 1.11. Cookies — a short piece of data sent by a web browser or web client to a web server in an HTTP request, whenever the User tries to open a page of the site. The fragment is stored on the User's computer. "IP address" is a unique network address of a node in a computer network built on TCP/IP Protocol.

## **2. General Provisions**

- 2.1. This Policy is an integral part of the Public Offer (hereinafter – "the Offer"), posted on the Internet at: [https://en.mrpopular.net/docs/en\\_offer.pdf](https://en.mrpopular.net/docs/en_offer.pdf), as well as other contracts concluded with the User, when it is expressly provided for by their terms.
- 2.2. This Policy is drawn up in accordance with the Federal law "on personal data" № 152-FZ of July 27, 2006, as well as other legal acts of the Russian Federation in the field of protection and processing of personal data and applies to all personal data that the Data Controller can receive from the User who is a party to a civil contract.
- 2.3. Administration has the right to make changes to this Policy. When changes are made, the Policy header indicates the date when the revision was last updated. The new version of the Policy shall enter into force upon its posting on the Website at [https://en.mrpopular.net/docs/en\\_privacy.pdf](https://en.mrpopular.net/docs/en_privacy.pdf), unless otherwise provided by the new version of the Policy.
- 2.4. This Policy, including the interpretation of its provisions and the procedure for acceptance, execution, modification and termination, shall be subject to the legislation of the Russian Federation.

## **3. User's Personal Information that is processed by Data Controller**

- 3.1. The Website does not verify the accuracy of the personal information provided by the User and is not able to assess their legal capacity.
- 3.2. This Policy applies only to information processed in the course of using the Website. Administration does not control and is not responsible for the processing of information by third-party websites to which the User can click on the links available on the Website.
- 3.3. "Personal information" in this Policy refers to:
  - information provided by the User independently during registration (account creation) or during the use of the Website, including personal data of the User. The information required for the Website is marked in a special way. Other information is provided by the User at their discretion;
  - data that is automatically transmitted to the Website in the course of the User's use of the Website using the software installed on the User's device, including IP address, Cookie data, information about the user's browser (or other program by which the website is accessed), technical specifications of the equipment and software used by the User, date

and time of access to the website, addresses of the requested pages and other similar information;

- other User information (including Usage Data), the processing of which is provided by the terms of use of the Website.

#### **4. Means and Purposes for Processing User's Personal Data**

4.1. Data Controller collects and stores only the personal information that is necessary for the provision of services or the execution of agreements and contracts with the User, except in cases where the legislation provides for the mandatory storage of personal information for a period specified by law.

4.2. Data Controller processes the User's personal information for the following purposes:

- identification of the parties to the services agreements and contracts with the Website;
- provision of personalized services to the User, as well as execution of agreements and contracts;
- sending notifications, requests and information regarding the use of the Website, execution of agreements and contracts, as well as processing requests and applications from the User;
- improving the quality of Website usability for the User, development of new services;
- targeting of advertising materials;
- conducting statistical and other research based on depersonalized data.

#### **5. Terms of processing User's Personal information and its transfer to third parties**

5.1. With respect to the User's personal information, its confidentiality is maintained, except in cases of voluntary provision by the User of information about himself for general access to an unlimited number of persons.

5.2. Administration has the right to transfer the User's personal information to third parties in the following cases:

- The User agreed to such actions;
- The transfer is necessary for the User to use a certain service or for the execution of a certain agreement or contract with the User;
- The transfer is necessary for the functioning and efficiency of the Website;
- The transfer is provided for by Russian or other applicable law within the procedure established by the legislation;
- Such transfer takes place within the framework of sale or other transfer of business (in whole or in part), while the purchaser assumes all obligations to comply with the terms of this Policy in relation to the personal information received by them;
- In order to protect the rights and legitimate interests of the Website or third parties in cases where the User violates the Website's User Agreement, this Privacy Policy, or documents containing the terms of use of specific services.

- As a result of the processing of the User's personal information by depersonalizing it, depersonalized statistical data are obtained, which are transmitted to a third party for research, work or services on behalf of the Website.

## **6. Change and Deletion of Personal Information. Mandatory Data Storage**

- 6.1. User may at any time change (update, supplement) the personal information provided by them by contacting the Administration at the address [support@mrpopular.net](mailto:support@mrpopular.net).
- 6.2. Rights under paragraph 6.1. of the Privacy Policy may be restricted as required by law. For example, such restrictions may require the Administration to retain the information changed or deleted by the User for a period established by law and to transmit such information in accordance with the procedure established by law to the public authority.

## **7. Processing of Personal Information using Cookies and Counters**

- 7.1. Cookies transmitted by the Website to User's equipment and Cookies transmitted by User's equipment to the Website may be used by the Website to provide User with personalized services, to target advertisements that are shown to User for statistical and research purposes, as well as to improve the website.
- 7.2. User is aware that the equipment and software used to visit websites on the Internet may have the function of prohibiting operations with Cookies (for any websites or for certain websites), as well as deleting previously received Cookies.
- 7.3. The structure of the Cookie, its content and technical parameters are determined by the Website and are subject to change without prior notice to the User.
- 7.4. Counters hosted by the website can be used to analyze the user's Cookies, to collect and process statistical information about the use of the Website, as well as to ensure the health of the Website in general or their individual functions in particular. The technical parameters of the counters are determined by the Website and are subject to change without prior notice to the User.

## **8. Protection of User's Personal Information**

- 8.1. Administration shall take the necessary and sufficient organizational and technical measures to protect User's personal information from unauthorized or accidental access, destruction, modification, blocking, copying, distribution, as well as other illegal actions with it by third parties.

## **9. Changes to the Privacy Policy**

- 9.1. Administration has the right to make changes to this privacy Policy. When making changes in the current version, the date of the last update is indicated. The new version of the Policy shall enter into force upon its posting, unless otherwise provided by the new version of the Policy. The current version is always available on the website under privacy policy.