

Privacy Policy

Effective Date: 23.05.2025

1. Introduction

Barvy Digital LTD (“we”, “our”, or “us”) is committed to protecting the privacy of individuals who visit our website and use our software products. This Privacy Policy explains how we collect, use, and protect personal data when you interact with our website <https://trafmark.center> and when you purchase or use our TrafMark software platform (either as a SaaS service or a Self-hosted license).

2. Who We Are

Barvy Digital LTD
170 Franklin Roosevelt Avenue, LIMASSOL CHAMBERS, 2nd Floor,
Omonoia, 3048 Limassol, Cyprus
Email: office@trafmark.center

3. What Data We Collect

We may collect the following categories of personal data:

- Contact information (name, email address, phone number) when you submit forms on our website or contact us.
- Business details when you purchase a license.
- Technical information (IP address, browser type, operating system) via website analytics.
- Payment and invoicing details (for license purchases).

Note: TrafMark platform (Self-hosted version) does not transmit end-user data to Barvy Digital LTD. Clients who purchase a Self-hosted license are fully responsible for any data processing on their own infrastructure.

4. How We Use Personal Data

We use your personal data for the following purposes:

- To process license purchases and manage customer accounts.

- To communicate with you regarding our products and services.
 - To provide customer support.
 - To improve our website and services.
 - To comply with legal obligations.
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5. Legal Basis for Processing

We process personal data based on:

- Your consent (where applicable).
 - The necessity of processing for contract performance.
 - Our legitimate interests (such as improving our services).
 - Compliance with legal obligations.
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6. Data Sharing and Transfers

We do not sell or rent personal data to third parties.

We may share data with service providers (e.g., payment processors, hosting providers) under strict data processing agreements.

Data may be transferred outside the European Union where adequate safeguards are in place (e.g., standard contractual clauses).

7. Data Retention

We retain personal data as long as necessary to fulfill the purposes described in this Policy or to comply with legal requirements.

8. Your Rights (GDPR)

Under GDPR, you have the right to:

- Access your personal data.
- Request rectification of inaccurate data.
- Request erasure (“right to be forgotten”).
- Object to or restrict processing.
- Data portability.
- Withdraw consent at any time.

You can exercise your rights by contacting us at: office@trafmark.center

9. Security Measures

We implement appropriate technical and organizational measures to protect personal data from unauthorized access, alteration, disclosure, or destruction.

10. International Data Transfers

Where data is transferred outside the EU, we ensure that appropriate safeguards are in place.

11. Notes on Self-hosted Licenses

For clients who purchase the TrafMark Self-hosted license:

- Barvy Digital LTD does not access, process, or control any personal data collected through the client's instance of TrafMark.
 - Clients are fully responsible for compliance with applicable data protection laws in relation to their use of TrafMark on their own servers.
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12. Contact Information

If you have any questions about this Privacy Policy or our data practices, please contact:

Barvy Digital LTD
Email: office@trafmark.center

13. Changes to This Policy

We may update this Privacy Policy from time to time. The latest version will always be available at: <https://trafmark.center/documents/PrivacyPolicy.pdf>