



digitechplay.com Privacy Policy

digitechplay.com collects certain Personal Data from its Users to provide requested services securely and transparently. Some Users may benefit from enhanced protection depending on their location or interaction with the website. Users can contact the Data Controller for more information regarding the levels of protection applied.

This document can be printed using the print function available in any browser.

Data Controller

The Data Controller of Personal Data is **DIGITECH AM LLC**, with registered office at pr. Sayat-Nova 33, room 29, Yerevan, Armenia, VAT No. 02890394.

Email: **info@digitechplay.com**

The Data Controller is responsible for ensuring that Personal Data is processed in accordance with applicable laws, adopting adequate security measures and respecting Users' rights.

Types of Data Collected

digitechplay.com collects different types of Personal Data. This includes information directly provided by the User, such as name, surname, email address, phone number, and company name, as well as data collected automatically during website use, including device information, IP address, and browsing behavior.

Some data are essential for providing the Service; if not provided, digitechplay.com may be unable to deliver the requested service. Other data are optional, and withholding them does not prevent the User from accessing the site, though some features or personalized communications may be limited. Users are responsible for any Personal Data of third parties obtained, published, or shared via digitechplay.com.

Methods and Place of Data Processing

Processing Methods

Personal Data is processed using IT and telematic tools, with adequate security measures to prevent unauthorized access, disclosure, alteration, or destruction.

Access to data is granted to the Data Controller, internal staff such as administrative, commercial, marketing, legal, and system personnel, as well as external service providers (e.g., technical service

providers, hosting providers, couriers, communication agencies), who may be appointed as Data Processors.

An up-to-date list of Data Processors is available upon request from the Data Controller.

Place of Processing

Data is processed at the operational offices of the Data Controller and at other locations where the parties involved in processing are situated. Personal Data may be transferred to countries outside of Armenia or the EU. Users may contact the Data Controller for detailed information about processing locations and security measures.

Retention Period

Personal Data is retained for the period necessary to achieve the purposes for which it was collected. It may be retained for longer periods when required by law or based on User consent.

Purposes of Processing

Personal Data is collected for multiple legitimate purposes. Primarily, it enables the Data Controller to provide and manage the requested services effectively, ensuring a functional and secure website experience.

Data is also used to respond to inquiries, requests, or complaints, to protect the rights and interests of the Data Controller or third parties, and to prevent potential fraudulent or malicious activity.

Additionally, data may be used to send informative or promotional communications, for statistical analysis to improve services, and to allow viewing and interaction with content hosted on external platforms integrated within the website.

Details on Processing of Personal Data

Contacting the User

When a User fills out the contact form, the submitted information, including email, name, and phone number, is used solely to respond to inquiries, requests for quotes, or other matters indicated in the form.

By subscribing to the newsletter or mailing list, the User's email is added to a contact list used to send informational, commercial, or promotional communications related to digitechplay.com services. In some cases, the email may be added following site registration or a purchase.

Statistics

digitechplay.com uses analytics services such as **Google Analytics (Universal Analytics, Google LLC)** to monitor and analyze website traffic. These services collect data regarding usage and tracking tools, and may also be used to contextualize and personalize advertising. Data is processed in the United States according to Google's policies.

Viewing Content from External Platforms

The website may integrate content hosted on external platforms, such as **Google Fonts**, which allows displaying custom fonts directly on the website pages. Using these services may involve collection of usage data and tracking tools, processed according to the external platforms' policies.

Cookie Policy

digitechplay.com does not track its users. No tracking tools or cookies are used to monitor user activity. The site may use minimal technical cookies strictly necessary for its proper functioning. Users can refer to the Cookie Policy for more information.

Additional Information for Users in the European Union

Under the GDPR, Users in the EU have specific rights, including the right to access their Personal Data, request its correction, deletion, or restriction of processing, receive their data in a structured and machine-readable format, transfer data to another controller, object to processing for legitimate reasons or marketing purposes, and lodge a complaint with the competent supervisory authority.

Legal Basis for Processing

Personal Data is processed when:

- The User has provided consent for specific purposes;
 - Processing is necessary for performance of a contract or pre-contractual measures;
 - Processing is necessary to comply with legal obligations;
 - Processing is necessary for the legitimate interests of the Data Controller or third parties;
 - Processing is required in the exercise of public interest functions or official authority.
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User Rights

Users may exercise their rights by contacting the Data Controller. These include withdrawing consent, objecting to processing, accessing, correcting, deleting, or restricting processing of Personal Data, receiving Personal Data in a portable format, and lodging complaints with supervisory authorities.

The Data Controller ensures that all requests are handled free of charge and within legally defined timeframes.

Further Information

Data may also be used for legal defense, system maintenance, and to provide notices or communications related to specific services. Users may request additional information regarding processing activities at any time.

Changes to This Privacy Policy

The Data Controller reserves the right to update this Privacy Policy at any time, notifying Users via this page or other available channels. If updates involve processing activities based on consent, the Data Controller will collect consent again when necessary.

Definitions

- **Personal Data:** information that directly or indirectly identifies a person.
- **Usage Data:** information collected automatically during site use, including IP address, browser type, operating system, pages visited, time spent on pages, and navigation paths.
- **User:** any individual using digitechplay.com.
- **Data Controller:** the entity that determines the purposes and means of data processing.
- **Data Processor:** the entity that processes data on behalf of the Data Controller.
- **Cookie / Tracking Tool:** technologies that allow tracking of User activity on the website.