

PRIVACY POLICY

anagro.rs

Effective date: 01/02/2026

1. Data Controller

The Data Controller of personal data collected through the website anagro.rs is:

Business name: ANAGRO PR

Owner: Andrea Joksimović

Registered office: Belgrade, Republic of Serbia

E-mail: anagropro@gmail.com

Phone: +381 60 44 79 647

ANAGRO PR processes personal data in accordance with the applicable regulations of the Republic of Serbia, in particular the Law on Personal Data Protection (“Official Gazette of RS”, No. 87/2018).

2. What data we collect

2.1. Data you provide to us

When using the website, ordering products, or communicating with us, we may collect the following data:

- first and last name
- e-mail address
- phone number
- delivery address
- order information (type of product/package, quantity, price, delivery date)
- the content of messages you send via the contact form or e-mail

2.2. Automatically collected data

While using the website, the following data may be collected automatically:

- IP address
- device type and web browser
- operating system
- date and time of access
- pages visited

This data is used solely for the technical operation, security, and improvement of the website.

3. Online payments

The website anagro.rs enables online card payments via the AllSecure system and Raiffeisen Bank.

Payment card data (card number, security code, expiry date) is not processed or stored by ANAGRO PR.

Complete processing of card data is performed directly by Raiffeisen Bank, in accordance with their security standards and rules.

ANAGRO PR receives only information about:

- whether the transaction was successful or unsuccessful
- the payment amount
- the transaction reference number

4. Purposes of data processing

Personal data is processed for the following purposes:

- processing and fulfilling orders
- organizing and carrying out delivery
- communication with users (inquiries, complaints, information)
- compliance with legal and tax obligations
- ensuring the operation and security of the website

Data is not used for automated decision-making or profiling.

5. Legal basis for processing

Data processing is carried out on the basis of:

- performance of a contract (order and delivery)
- taking steps at the user's request prior to entering into a contract
- legal obligations of the controller
- legitimate interests of the controller (security, technical maintenance of the website)
- the user's consent, where applicable

6. Who has access to the data

Personal data may be made available exclusively to:

- delivery services, to the extent necessary for delivery
- Raiffeisen Bank, for the purpose of processing online payments
- IT and hosting providers maintaining the website
- competent public authorities, when required by law

ANAGRO PR does not sell, rent, or disclose personal data to third parties for marketing purposes.

7. Transfer of data abroad

Data is processed exclusively within the territory of the Republic of Serbia.

8. Data retention period

Personal data is retained:

- as long as necessary to fulfill the order and delivery
- for the periods prescribed by tax and accounting regulations
- until consent is withdrawn, where processing is based on consent
- as long as necessary to exercise legal rights and obligations

9. User rights

The user has the right to:

- request access to their personal data
- request correction of inaccurate data
- request deletion of data, when legal conditions are met
- request restriction of processing
- object to processing
- withdraw consent at any time

Requests are submitted via e-mail: anagropro@gmail.com

10. Cookies

The website uses technically necessary cookies for proper operation (session, cart, security). Cookies can be controlled and deleted through the settings of the web browser.

11. Data security

ANAGRO PR applies appropriate technical and organizational security measures to prevent unauthorized access, loss, or misuse of data.

Despite the measures taken, no system can guarantee absolute security.

12. Changes to the Privacy Policy

ANAGRO PR reserves the right to amend this Privacy Policy.

Changes become effective on the day they are published on the website.