

# Privacy Policy

This document outlines how Arena LLC (hereinafter referred to as "we," "us," "our," or "Operator") processes personal data of visitors to the website <https://www.arenadv.com>.

If you have any questions regarding the processing of personal data, you may contact us via:

- Our registered address: 115054, Moscow, Zamaskvorechye Municipal District, Ul. Kosmodamianskaya nab, 52 block 1
- Our official email: [contact@arenamb.ru](mailto:contact@arenamb.ru)

We place great importance on protecting your privacy and ensuring the security of your personal data. Please carefully read this Privacy Policy (hereinafter referred to as the "Policy") to understand why we process your personal data and how you can exercise your rights regarding personal data.

## About Personal Data and Your Rights

Personal data refers to any information that directly or indirectly relates to you or allows for your identification.

Operator of personal data is a legal entity or an individual that processes personal data. When you visit our website, we act as the operator of your personal data.

Personal data processing involves any actions performed with personal data.

Pursuant to Federal Law No. 152-FZ "On Personal Data" (hereinafter "152-FZ"), you have the following rights:

- The right to access your personal data;
- The right to correct your personal data;
- The right to block or delete your personal data;
- The right to appeal our action or inaction;
- The right to appeal decisions made solely based on
- The right for automated processing of your personal data;
- The right to withdraw your consent for personal data processing.

## How You Can Exercise Your Rights

- You may submit an official request to our registered address (115054, Moscow, Zamaskvorechye Municipal District, Ul. Kosmodamianskaya Nab., 52 block 1), including the following details: information about your identity document (type of document, its full identification number, issuing authority, and date of issue); your full name or the full name of your authorized representative; information confirming our relationship and the fact of personal data processing; your signature or the signature of your authorized representative.  
Alternatively, you may send an electronic request to our official email in the form of an electronic document signed in accordance with Russian Federation electronic signature legislation.

- You may also contact us at [contact@arenamb.ru](mailto:contact@arenamb.ru) for any inquiries.

If you wish to challenge our actions as a personal data operator, you may file a complaint with the [local office of Roskomnadzor](#) in your region.

## **Why We Process Your Personal Data**

Below, we describe the purposes for personal data processing and outline data retention periods. Within these purposes, we may collect, record, systematize, accumulate, store, update (amend, modify), retrieve, use, transfer (provide access), block, delete, and dispose your personal data.

### **Processing of Personal Data on [www.arenadv.com](http://www.arenadv.com)**

#### **Processing of Inquiries Sent to [contact@arenamb.ru](mailto:contact@arenamb.ru)**

If you have business-related or general inquiries, you may contact us via the provided email address. In this case, we may request the following personal information from you:

- ✓ Your first and last name.

We will also have access to

- ✓ Your email address.
- ✓ Other information contained in your request.

Personal data processed for this purpose does not fall under special or biometric categories as defined in Articles 10–11 of 152-FZ and is processed using automated means.

The legal basis for processing the specified personal data is the legitimate interest of the Operator in accordance with Paragraph 7, Part 1, Article 6 of 152-FZ.

Data processed for handling of a request is stored until the interaction within the request is completed and deleted after 30 days in accordance with Part 4, Article 21 of 152-FZ.

Upon expiration of the processing period, your personal data is permanently deleted from our information systems using built-in system tools.

#### **Processing of Requests via The Contact Phone Number on [www.arenadv.com](http://www.arenadv.com)**

If you have business-related or general inquiries, you may also contact us by phone provided on [arenadv.com](http://arenadv.com). In this case, we may request the following personal information from you:

- ✓ Your first and last name;

We will also have access to:

- ✓ Your phone number.
- ✓ Other information contained in your request.

We do not record or store phone calls.

Personal data processed for this purpose does not fall under special or biometric categories as

defined in Articles 10–11 of 152-FZ and is processed using automated means.

The legal basis for processing the specified personal data is the legitimate interest of the Operator in accordance with Paragraph 7, Part 1, Article 6 of 152-FZ.

Data provided during phone inquiries is stored until the interaction is completed and disposed after 30 days in accordance with Part 4 of Article 21 of 152-FZ.

Upon expiration of the processing period, your personal data is permanently deleted from our information systems using built-in system tools.

### **Processing of Data Received From Filling the "Let's Talk" Contact Form on [www.arenadv.com](http://www.arenadv.com).**

If you wish to become our client, you may fill out the "Let's Talk" contact form. In this case, you provide us with the following personal details:

✓ *your name;*

✓ *your phone;*

✓ *your email.*

Personal data processed for this purpose does not fall under special or biometric categories as defined in Articles 10–11 of 152-FZ and is processed using automated means.

The legal basis for processing such personal data is your consent, which you provide by checking the consent box located under the contact form. The checkbox includes a hyperlink to this Policy.

Data submitted through the contact form is stored until the interaction is completed and disposed of after 30 days in accordance with Part 4 of Article 21 of 152-FZ.

Upon expiration of the processing period, your personal data is permanently deleted from our information systems using built-in system tools.

### **Analytics of Website Visits on [www.arenadv.com](http://www.arenadv.com)**

**What are cookies?** Cookies are small files, usually consisting of letters and numbers, that are downloaded to your device when you visit certain websites. Cookies enable websites to recognize and identify your device.

We want you to have a comfortable experience using all features of our websites. Therefore, for the proper functioning of our site, we process cookies that allow us to identify you when you visit our websites or use our services, remember your preferences, and provide you with a personalized experience.

By their purpose, cookies are classified into:

- **Essential Cookies:** These make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies.
- **Statistical Cookies:** These help website owners understand how visitors interact with

websites by collecting and reporting information anonymously.

- **Marketing Cookies:** These are used to track visitors across different websites. They aim to display ads that are relevant and engaging for individual users, which makes them more valuable for website owners and third-party advertisers.

Our websites use Essential and Statistical cookies. You can refuse the processing of cookies by adjusting your browser settings accordingly.

When you use our services, the following information about you becomes available to us: your IP address, location (country or city), type and version of your device's operating system, type and version of your device's browser, device type and screen resolution, traffic source, language of the operating system and browser, and data about your actions on our website.

These technologies are used to track your behavior on the website and collect statistical information about our customer base as a whole to improve the services we provide.

Personal data collected by web analytics services are processed upon prior consent to personal data processing, provided by the website user by clicking the "I agree" button on the cookie banner. The cookie banner also includes a hyperlink to this Policy.

Personal data processed for this purpose does not fall under special or biometric categories as defined in Articles 10–11 of 152-FZ and is processed using automated means.

## **Data Transfer to Third Parties**

At the moment, we do not share data with third parties. In case this changes, we will update this Policy and list the third parties.

## **Information on Conditions of Processing and Restrictions on Processing Personal Data by an Unlimited Range of Persons Permitted for Distribution by The Subject of Personal Data**

The following rules and restrictions apply to personal data published on the Operator's website:

- Transfer of personal data to an unlimited range of persons is not prohibited;
- Processing of personal data by an unlimited range of persons is not prohibited;
- Personal data obtained by the Operator may be transferred using information and telecommunication networks.

## **Collection of Personal Data of Minors**

Our website is not intended for the processing of personal data of minors. If you believe that a child has provided us with personal data, please notify us by emailing at [contact@arenamb.ru](mailto:contact@arenamb.ru).

## **Data Security**

Personal data that we collect and store are considered confidential information. This data is protected from loss, alteration, or unauthorized access in accordance with the legislation of the Russian Federation on personal data. We use technical means and organizational measures to ensure this and continuously improve data protection systems.

## **Changes to the Policy**

We reserve the right to make changes to our Policy at any time. Please check and review our

Policy regularly for any updates.