



IRENA FUNDUK FASHION

# Privacy Policy

Effective Date: February 16, 2026 · Last Updated: February 16, 2026

## OVERVIEW

### 1. Introduction

Irena Funduk Fashion ("IFF", "we", "our", or "us") operates the IFF mobile application (the "App"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our App. Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the App.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the "Last Updated" date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates.

## DATA PRACTICES

### 2. Information We Collect

#### 2.1 Information You Provide Voluntarily

When you use certain features of the App, such as submitting a consultation inquiry or requesting information, you may voluntarily provide us with the following:

- Full name
- Email address
- Brand or company name
- Project description and timeline preferences
- Service interests and consultation topics
- Questions or messages you submit through the App

#### 2.2 Information Collected Automatically

The App may automatically collect certain information when you access or use the App, including:

- Device type, operating system, and version
- App usage data (screens viewed, features used)
- Crash reports and diagnostic data
- General geographic location (country/region level only)

### 2.3 Information We Do NOT Collect

We want to be transparent about the data we do not collect:

- We do not collect precise geolocation data (GPS coordinates)
- We do not access your contacts, photos, camera, or microphone
- We do not collect financial or payment information through the App
- We do not track you across other apps or websites
- We do not use advertising identifiers (IDFA)
- We do not sell your personal data to third parties

#### PURPOSE

## 3. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your consultation inquiries and information requests
- To provide and maintain the App's functionality
- To improve and optimize the App's performance and user experience
- To communicate with you about our services, when you have requested it
- To detect, prevent, and address technical issues
- To comply with legal obligations

#### SHARING

## 4. Sharing of Your Information

We do not sell, trade, or rent your personal information to third parties. We may share your information only in the following limited circumstances:

- **Service Providers:** We may share information with trusted service providers who assist us in operating the App, provided they agree to keep your information confidential.

- **Legal Requirements:** We may disclose your information where required to do so by law or in response to valid legal requests by public authorities.
- **Business Transfers:** If IFF is involved in a merger, acquisition, or asset sale, your information may be transferred. We will provide notice before your information is transferred and becomes subject to a different privacy policy.

#### SECURITY

## 5. Data Storage and Security

We implement appropriate technical and organizational measures to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

Data submitted through the App (such as consultation inquiries) is transmitted using encryption and stored securely. We retain your data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy.

#### RETENTION

## 6. Data Retention and Deletion

We retain your personal information only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our policies.

You may request deletion of your data at any time by contacting us at [irenafunduk@icloud.com](mailto:irenafunduk@icloud.com). Upon receiving a verified deletion request, we will delete your personal information from our records within 30 days, unless retention is required by law.

#### YOUR RIGHTS

## 7. Your Privacy Rights

Depending on your location, you may have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Correction:** You can request correction of inaccurate or incomplete data.
- **Right to Deletion:** You can request that we delete your personal data.
- **Right to Restrict Processing:** You can request that we limit how we use your data.
- **Right to Data Portability:** You can request your data in a structured, commonly used format.

- **Right to Withdraw Consent:** Where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of processing before withdrawal.

To exercise any of these rights, please contact us at [irenafunduk@icloud.com](mailto:irenafunduk@icloud.com). We will respond to your request within 30 days.

#### CHILDREN

## 8. Children's Privacy

The App is not intended for use by children under the age of 16. We do not knowingly collect personal information from children under 16. If we become aware that we have collected personal data from a child under 16 without verification of parental consent, we will take steps to remove that information from our servers promptly.

#### INTERNATIONAL

## 9. International Data Transfers

Your information may be transferred to — and maintained on — servers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction. If you are located outside Turkey or Slovenia and choose to provide information to us, please note that we transfer the data to our servers and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

#### EU / EEA

## 10. European Users (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights under the General Data Protection Regulation (GDPR). IFF aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your personal data. The legal basis for processing your data is your explicit consent (provided when submitting inquiry forms) and our legitimate interest in providing and improving our services.

#### THIRD PARTIES

## 11. Third-Party Services

The App may contain links to external websites or services that are not operated by us (such as social media profiles on Instagram, LinkedIn). We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services. We strongly advise you to review the Privacy Policy of every site you visit.

UPDATES

## 12. Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy within the App and updating the "Effective Date" at the top of this document. Changes are effective when they are posted. Your continued use of the App after the posting of changes constitutes your acceptance of those changes.

CONTACT

## 13. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us:

### Irena Funduk Fashion (IFF)

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