

Mitochondrior Privacy Policy

Effective Date: March 2025

Company Name: Mitochondrior

Contact Email: info@mitochondrior.com

Scope: Applicable to users located in the **European Union (EU)**

1. Introduction

At Mitochondrior, your privacy is our priority. This Privacy Policy outlines how we collect, use, protect, and disclose your personal data when you visit our website or purchase our products, in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR") and other applicable laws.

We believe in full transparency. Whether you're browsing our site or placing an order for one of our light-conscious products, we want you to understand how your data is handled—and your rights in the process.

2. What Personal Data We Collect

We collect various types of data depending on how you interact with our site:

a. Personal Identification Data

- Full name
- Email address
- Shipping and billing addresses
- Phone number (optional)

b. Transaction & Order Data

- Order history
- Payment method (note: we do **not** store full credit card numbers; transactions are processed via secure third-party gateways)
- Purchase date, items ordered, and delivery preferences

c. Account Data (if you create an account)

- Login credentials (encrypted)
- Saved addresses
- Order preferences and saved items

d. Communication Data

- Emails and messages you send to our support team
- Return or warranty requests
- Product feedback or reviews you voluntarily submit

e. Technical & Usage Data

Collected automatically via cookies and analytics tools:

- IP address
- Browser type and version
- Device type (desktop/mobile)
- Pages viewed and time spent
- Referring site (how you found us)
- Error logs or interaction data

We do not intentionally collect sensitive personal data (such as health, ethnicity, or biometric data). Please do not share such information with us.

3. How We Use Your Data

We process your personal data for clearly defined and legitimate purposes:

- **To fulfill your order:** Including payment processing, shipment, and delivery updates
- **To communicate with you:** Including order confirmation, product updates, and responses to customer inquiries
- **To provide customer support:** For returns, warranty claims, and product-related questions
- **To improve your shopping experience:** Analyzing site performance, behavior, and preferences
- **To comply with legal obligations:** Including recordkeeping for tax, accounting, and consumer protection purposes
- **To prevent fraud and misuse:** Monitoring unusual account activity or payment anomalies
- **With your consent:** For optional activities like email newsletters or surveys (you can opt out at any time)

We always aim to process only the minimum amount of data necessary to carry out each of the above purposes.

4. Legal Bases for Processing

Under GDPR, we process your data on one or more of the following legal grounds:

- **Contractual necessity** – to fulfill the transaction when you place an order with us
- **Consent** – when you opt in to marketing communications or newsletter signups
- **Legal obligations** – to comply with consumer, tax, or e-commerce laws
- **Legitimate interests** – to improve our service, detect fraud, and ensure security (always balanced against your rights and interests)

5. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined above, or as required by law.

- **Order and transaction data** is retained for **a minimum of 5 years** to comply with EU tax and commercial laws
- **Support correspondence** is typically retained for up to **2 years** for quality assurance
- **Marketing consent data** is retained until you withdraw your consent or unsubscribe

When data is no longer required, it is securely deleted or anonymized.

6. Who We Share Your Data With

We only share your personal data with trusted third parties when necessary and always under strict confidentiality agreements:

- **Payment processors** (e.g. Stripe, PayPal) – for secure transactions
- **Shipping partners** – to deliver your orders (e.g. DHL, local couriers)
- **IT infrastructure providers** – hosting, e-commerce platforms, data backup services
- **Analytics tools** – such as Google Analytics, to monitor website performance
- **Email providers** – to send transactional and service-related emails

- **Legal and regulatory bodies** – when required by law (e.g. audits or court orders)

We do **not** sell or rent your personal data to third parties for marketing purposes.

7. Cookies and Similar Technologies

We use cookies and tracking tools to optimize your experience and analyze website performance. These may include:

- **Essential cookies** – Required for website functionality (e.g. shopping cart)
- **Performance cookies** – Track usage behavior and site performance (e.g. Google Analytics)
- **Functionality cookies** – Save preferences such as language or login info
- **Marketing cookies** – May be used for retargeting or showing relevant ads (if applicable)

You can control cookie behavior via your browser settings and can withdraw cookie consent at any time.

8. How We Protect Your Data

We implement appropriate security measures to prevent unauthorized access, misuse, or loss of personal data. These include:

- SSL encryption for secure browsing and checkout
- Firewalls and regular server monitoring
- Access restrictions and authentication for staff and third-party service providers
- Routine data backups and secure cloud storage practices

Despite our efforts, no system is 100% secure. We encourage you to use strong passwords and be cautious with email communications.

9. Your Rights Under GDPR

As a resident of the European Union, you have the following rights regarding your personal data:

- **Right to access** – Request a copy of your personal data
- **Right to rectification** – Request corrections to inaccurate data

- **Right to erasure** – Request deletion of data (with some legal exceptions)
- **Right to restrict processing** – Ask us to limit how we use your data
- **Right to data portability** – Request a copy of your data in a machine-readable format
- **Right to object** – Object to certain uses of your data, such as profiling or direct marketing
- **Right to withdraw consent** – At any time, for data you've consented to share

To exercise any of the above rights, contact us at info@mitochondrior.com. We will respond within 30 days in accordance with GDPR timelines.

You also have the right to file a complaint with your local data protection authority.

10. Children's Privacy

Our site and services are not directed toward individuals under the age of 16. We do not knowingly collect data from children. If we become aware that data has been collected from a child without verified parental consent, we will delete it promptly.

11. Third-Party Links

Our website may contain links to third-party websites. These external sites have their own privacy policies, and we do not accept any responsibility or liability for their practices. We recommend reviewing those policies if you follow external links.

12. International Data Transfers

As we operate within the EU, your data is primarily stored and processed within the European Economic Area (EEA). However, if any third-party service providers are located outside the EEA, we ensure that appropriate safeguards are in place (e.g. standard contractual clauses or equivalent protections) to comply with GDPR.

13. Changes to This Policy

We reserve the right to amend this Privacy Policy at any time to reflect updates in our practices, services, or legal requirements. The latest version will always be posted on this page, with the "Effective Date" updated accordingly.

14. Contact Us

If you have any questions, concerns, or wish to exercise your rights regarding personal data, you may contact us at:

 **info@mitochondrior.com**

We are committed to handling your inquiry promptly and respectfully.