

Privacy and Personal Data Processing Policy

1. General Provisions

This Policy defines the processing and protection of the personal data of users of the website <https://aser.by/> (hereinafter referred to as the Website), owned by the Agency for Strategic and Economic Development (hereinafter referred to as the Operator).

This Policy has been compiled in accordance with the Law of the Republic of Belarus No. 99-Z "On the Protection of Personal Data" dated May 7, 2021.

By using this Website, the user consents to the processing of personal data in accordance with this Policy.

2. What data is collected

The Operator may receive the following categories of data:

- first name, last name, contact phone number, email address;
- information provided when filling out feedback forms, requests for a consultation, or newsletter subscription;
- data transmitted automatically (cookies, IP address, browser and operating system information).

3. Purposes of data processing

Personal data is processed solely for the following purposes:

- contacting the user regarding the provision of consulting services;
- Preparing commercial proposals and concluding contracts;
- Distributing informational and marketing materials (with the user's consent);
- Analyzing website traffic and improving the quality of services provided.

4. Legal Basis for Processing

Personal data is processed based on:

- user consent;
- the need to fulfill contractual or pre-contractual obligations;
- requirements of the legislation of the Republic of Belarus.

5. Data Transfer and Storage

The Operator does not transfer personal data to third parties, except in cases expressly provided by law.

The storage period for personal data is determined by the purposes of its processing, but does not exceed the period necessary to achieve those purposes.

Data obtained automatically (cookies and analytics tags) may be used by analytics services (e.g., Yandex.Metrica, Google Analytics).

6. User Rights

The user has the right to:

- receive information about the processing of their personal data;

- request correction, blocking, or deletion of data;
- Revoke consent to the processing of personal data by sending a request to sales@aser.by

The Operator undertakes to review the request and provide a response within the timeframe established by law.

7. Data Protection Measures

The Operator takes all necessary organizational and technical measures to protect personal data from unauthorized access, modification, or destruction.

Only authorized employees who are obligated to maintain confidentiality have access to personal information.

8. Policy Changes

The Operator reserves the right to make changes to this Policy. The current version is always available on the page:

[link to the privacy policy page]

Contact information regarding data processing:

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