

Website Privacy Policy

This Privacy Policy for personal information (hereinafter referred to as the "Privacy Policy") pertains to all information posted on the website at: mensdirection.com, mensdirection.ru (hereinafter referred to as the "Site"). By utilizing the services provided by the Site, the User's unconditionally consents to this Policy and its terms governing the processing of the User's Personal Information. If the User refuses to accept these terms, he/she must refrain from using the services and from registering (providing information).

1. GENERAL PROVISIONS

- 1.1.1. In the context of this Policy, Personal Information of the User shall mean:
- 1.1.2. Personal Information provided by the User about himself/herself during registration (account creation) or while using the Services, including the User's personal data.
- 1.1.3. Information that is essential for providing Services shall be highlighted specifically. Other information is provided by the User at his/her own discretion.
- 1.1.4. Data that are automatically transferred to the Site Services when accessed through the software installed on the User's device, including IP address, cookies, information about the User's browser (or other program used to access the Services), hardware and software specifications of the User, date and time of access, web addresses of requested pages, and other similar information.
- 1.1.5. Other (any) information about the User and/or related directly or indirectly to the processing stipulated by the Site Usage Agreement.
- 1.1.6. This Privacy Policy solely applies to the Site. The Site at mensdirection.com, mensdirection.ru assumes no responsibility and exercises no control over any third-party sites that the User may access through the links available on the Site.

2. PURPOSES OF PROCESSING USERS' PERSONAL INFORMATION

- 2.1.1. The Site collects and stores only the necessary Personal Information required for the provision of the Service or for the fulfillment of agreements and contracts with the User except for cases when the legislation mandates the mandatory storage of the Personal Information for a specific period as specified by law.
- 2.1.2. Personal data shall be stored until:
- 2.1.3. the User revokes their consent at any moment by providing written registered notice to the following address: BEST PRICE LLC, 11 Pobedy St., Khimki, Moscow Region, 141401.
- 2.1.4. The processing of personal data and consent shall cease 30 (thirty) days after the revocation notice is received; all personal data shall be destroyed after the expiration of the period prescribed by law.
- 2.1.5. The Site processes the User's personal information for the following purposes:
- 2.1.6. To identify the User registered on the Site to process, confirm, and deliver orders, to inform about goods, services, prices, and to facilitate the processing of personal data by Best Price LLC in accordance with the obtained consent.
- 2.1.7. To provide the User with access to personalized resources of the Site.
- 2.1.8. To get the User's feedback, including sending notices, inquiries regarding the use of the Site, service provision, processing inquiries, providing additional information, and fulfilling the User's requests.
- 2.1.9. To verify the User's location to ensure security and prevent fraud.
- 2.1.10. To confirm the accuracy and completeness of the personal data provided by the User.
- 2.1.11. To create an account to inform about goods and services, prices, orders, if the User consents to create an account.
- 2.1.12. To notify the User via SMS and/or e-mail about goods and services, prices, provided that the User consents to receive notifications via SMS and/or e-mail.
- 2.1.13. To provide effective customer and technical support to the User in case of any issues related to the Site usage.
- 2.1.14. To advertise for the purpose of informing the User.
- 2.1.15. To inform the User about goods, services, and prices when the User uses the feedback form.
- 2.1.16. To inform the User about new features of the Site, as well as new products.
- 2.1.17. Statistical, marketing, and/or other studies.

2.1.18. Promoting goods, services, works on the market by direct contact with the subject of personal data.

3. TERMS OF PROCESSING USER'S PERSONAL INFORMATION AND ITS TRANSFER TO THIRD PARTIES

- 3.1.1. The Site stores Personal Information of Users in accordance with the internal rules of particular Services.
- 3.1.2. The privacy of the User's Personal Information is maintained, except in cases of voluntary provision by the User of information about themselves for unrestricted access by others or as otherwise provided by current Russian laws. When using particular Services, the User acknowledges that some of his/her Personal Information may become publicly available.
- 3.1.3. The Site has the right to transfer the User's Personal Information to third parties in the following cases:
 - 3.1.4. The User consents to this by registering on a particular web site or while using Services.
 - 3.1.5. The transfer is necessary for the User to access a certain Service or to fulfill a certain agreement or contract with the User.
 - 3.1.6. The transfer is required by Russian or other applicable law within the framework of the legal procedures prescribed.
 - 3.1.7. In the event of the Site being sold, all obligations to comply with the terms of this Policy in relation to the collected Personal Information are transferred to the purchaser.
 - 3.1.8. The processing of the Personal Information shall be conducted without any time limitation, using any legal method, including via personal data information systems, with or without using automation tools. The processing of Users' Personal Information shall comply with the Federal Law On Personal Data No. 152-FZ dated 27.07.2006.
 - 3.1.9. In the event of loss or disclosure of personal data, the Site Administrator shall inform the User of the loss or disclosure of his/her personal data.
 - 3.1.10. The Site Administrator shall take all necessary administrative and technical measures to protect the User's personal information from unauthorized or accidental access, destruction, modification, blocking, copying, distribution, as well as from other unlawful actions by third parties.
 - 3.1.11. The Site Administrator, together with the User, shall take all necessary measures to prevent losses or other negative consequences resulting from the loss or disclosure of the User's personal data.
 - 3.1.12. By registering on the Site, the User expresses his/her unconditional consent to the following:
 - 3.1.13. The Site Administrator has the right to transfer the collected data about the User, including the User's personal data, if the operator has entrusted the processing of personal data to another person on a contractual basis.
 - 3.1.14. Data may be processed using automated tools.

4. OBLIGATIONS OF THE PARTIES

- 4.1.1. The User is obliged to:
 - 4.1.2. Provide information about personal data required for using the Site.
 - 4.1.3. Update the provided information about personal data in case of any changes.
 - 4.1.4. Administrator of the Site is obliged to:
 - 4.1.5. Use the collected information solely for the purposes described in this Privacy Policy.
 - 4.1.6. Securely store confidential information and not disclose it without the prior written consent of the User, nor sell, exchange, publish, or disclose the Personal Data provided by the User through any other means, except as provided in this Privacy Policy.
 - 4.1.7. Take necessary precautions to maintain the confidentiality of the User's Personal Data in accordance with the current Russian laws and standard procedures usually for securing such information in the business practice.
 - 4.1.8. Block the Personal Data associated with the respective User from the moment the User, their legal representative, or an authorized body for the protection of personal data subjects requests it, in case of identifying inaccurate personal data or unlawful actions.

5. LIABILITY OF THE PARTIES

- 5.1.1. The Site Administrator shall be held liable for any losses incurred by the User due to the misuse of Personal Data, in accordance with the Russian legislation, if the Site Administrator is at fault and/or if not otherwise provided by the current Russian law.
- 5.1.2. The Site Administrator shall not be held responsible in the event of loss or disclosure of confidential information if:
- 5.1.3. The confidential information becomes part of the public domain before its loss or disclosure.
- 5.1.4. The Site Administrator received the confidential information from a third party before obtaining it.
- 5.1.5. The confidential information was disclosed with the User's consent.

6. DISPUTE RESOLUTION

- 6.1.1. Before resorting to the court for disputes arising from the relationship between the User and the Site Administration, it is mandatory to submit a claim (a written proposal for voluntary dispute settlement).
- 6.1.2. The recipient of the claim shall provide a written response to the applicant within 10 (ten) calendar days from the date of receiving the claim, notifying them of the outcome.
- 6.1.3. If no agreement is reached through the claim process, the dispute shall be referred to the court in accordance with the applicable laws of Russia.
- 6.1.4. This Privacy Policy and the relationship between the User and the Site Administration are governed by the relevant laws of Russia.

7. MISCELLANEOUS

- 7.1.1. The Site Administrator reserves the right to amend this Privacy Policy without the User's explicit consent.
- 7.1.2. The updated Privacy Policy shall take effect upon its posting on the Site, unless otherwise specified in the updated version of the Policy.
- 7.1.3. Any suggestions or inquiries regarding this Privacy Policy shall be directed to BEST PRICE LLC, 11 Pobedy St., Khimki, Moscow Region.
- 7.1.4. This Privacy Policy is posted at: mensdirection.com, mensdirection.ru.
- 7.1.5. This Privacy Policy is an integral part of the Site Terms of Use posted at: mensdirection.com, mensdirection.ru.

Terms of Use of the Site

Please carefully read these Terms of Use of the: mensdirection.com, mensdirection.ru Site. By accessing and using the Site, you agree to be bound by the terms and conditions set forth in this Agreement. If you do not agree to these terms, please refrain from using the Site.

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