

PRIVACY POLICY

WHO ARE WE?

Baby FM is a revolutionary app that redefines pediatric health monitoring. Seamlessly integrating therapy tracking, notifications, and alarms, it ensures your child's well-being. Purchase supplements directly through the app, and stay informed with detailed temperature trend reports for pediatricians. Add special events like baths or feedings to personalize your child's health profile. Empower your parenting journey with Baby FM.

“BABY FM” is the exclusive property of the Company BABY FM LLC, with its registered office at Veljka Dugoševića 54, Belgrade, Serbia ID number: 63709972, Tax number: 108797600, entered in the register of the Business Registers Agency of the Republic of Serbia, e-mail: info@babyfm.rs hereinafter “BABY FM” or “Company”, which aims to provide the services specified herein.

BAY FM is the data controller and processor and is responsible for the processing and storage of your personal data on the Platform. Please be aware that is responsible only for the personal data you give us in the process of registration and usage of services on the Platform.

BABY FM is data processor for user projects that are hosted on BABY FM.

We respect your privacy and carefully protect your personal data. In this Policy, we inform you about the personal data we collect from you, for what purposes and on what legal basis, security measures to protect them, persons with whom we share them, the period in which we keep them, as well as your rights regarding your personal data.

This Policy applies to:

- 1) all users of our Platform www.babyfm.rs (hereinafter: the Platform),
- 2) all visitors of our Platform.

If you have any questions regarding the use of this Policy or the exercise of your rights arising from this Policy, please contact us at the e-mail address: info@babyfm.rs, marked "Personal Data Protection".

I BASIC TERMS

Each individual term set forth below has a purpose within this Policy, as set forth in this chapter:

- **Personal data** means any information, on the basis of which an individual can be determined (this includes, for example, name, surname, e-mail, IP address, telephone number, gender, etc.);
- **User** – is registered user, with created user account on the Platform, that uses the Platform as a logged in user

- **Visitor** - means visitors to our Platform, ie. persons who have not formed accounts on our platform;
- **Processing** is the act of collecting, recording, sorting, grouping, or structuring, storing, comparing or modifying, detecting, inspecting, using, discovering by transferring or delivering, duplicating, disseminating or otherwise making available, comparing, restricting, deleting or destroying personal data;
- **Service** –SaaS that, among other features provides:
 - Ability to create software
 - Software hosting
 - Database storage
 - Object storage
 - Collaborative file and project creation and editing
 - Automatic deployment
 - Ability to create API Documentation
 - File upload and download (from and to BABY FMfilesystem)

II DATA WE COLLECT

The Platform collects different data depending on whether you are a user or a visitor of the platform.

Users	Visitors
Name and surname	IP address
E mail address	
IP address	
Phone number	
Billing information	

Data collecting method

In the course of providing our Services, we collect or receive your personal information in ways described below. Often, you choose what information to provide, but sometimes we require certain information for you to use and for us to provide you the Services. The platform may collect your data from the following sources:

Directly from the user, when creating user account(s) and using the services of the Platform Registration, Account Setup, Service Usage

In order to create an account and use our Services, you need to provide us with a valid email address and a name associated with your account that you can choose and that represents your identity on Platform. You may review, change, or remove that name through your account settings. You need to provide this information to enable us to provide you with the Services.

When the process of registration is done, your personal information will be stored in a cloud.

You have choices about the giving us additional information on your profile, such as uploading your profile photo, e.g. You don't have to provide any additional information on your profile. It's your choice whether to include sensitive information on your profile and to make that sensitive information public. Please do not post or add personal data to your profile that you would not want to be publicly available. We clarify that you are not obligated to provide us personal data beyond the limited data we need for you to register your account or to make payments to us. We also clarify that we do not require you to provide "sensitive personal data" to use our services, and if you choose to include it on your profile it will be visible to others.

III PURPOSE OF PROCESSING AND LEGAL BASIS FOR DATA COLLECTION

The platform and application use your data for the following purposes:

- **To operate the Platform and provide the Services such as:** creation of user accounts and user accounts maintenance
- **To manage our business needs**, such as monitoring, analyzing, and improving the Services and the Platform performance and functionality. For example, we analyze User behavior and perform research about the way you use our Services in order to improve the Platform features and UX.
- **For Customer support needs**, to contact you about a question you submitted to our customer service team, for example;
- **For communications with users:** offers new services, for example;
- **For improving the quality of the service provided**
- **For adapting the content according to the characteristics, goals and capabilities of users**
- **To comply with our obligations and to enforce the terms of our Sites and Services**, including to comply with all applicable laws and regulations.

IV LEGAL BASIS FOR DATA PROCESSING

The Platform processes your personal data based on the following legal bases:

- the processing of your personal data is necessary for the fulfillment of the contract (User agreement), which you have accessed, ie. providing our services;
- the processing of your personal data is performed on the basis of your consent for a specific purpose of processing, whereby you have the right to withdraw your consent at any time (more in the Cookie Policy);

- we have a legitimate interest in the processing of your personal data (when we use your data for marketing purposes, to inform you about our new services, new features and Platform changes).

Submission of personal data, which we need to fulfill the contract, is voluntary. We warn you that in case, you do not provide us with all the personal information that we need, we might not be able to provide you with the Service.

V DATA USERS

Access and processing of your data will be performed exclusively by persons employed by Enon Solutions as the owner of the Platform.

The data is hosted on either on Hetzner, Linode, or other cloud, depending on the desired hosting country.

VI DATA STORAGE DURATION

We retain your information only as long as we need to provide you with the service and fulfill the purposes described in this Policy, as long as you have an open user account. When the conditions for retaining this data are no longer met, we delete and remove it from our databases within 90 days. For more information about account deletion, please see User Agreement.

VII DATA TRANSFER

Our operations are supported by a network of computers, cloud-based server, and other infrastructure and information technology, including, but not limited to, third-party service providers. We and our third-party service providers store and Process your Personal Data in the EU, USA and other countries (depending on desired country for hosting of the application). We will protect your information as described in this Privacy Policy if your Personal Data is transferred to other countries.

Otherwise, we do not share your personal information with third parties, unless specifically stated and to the extent that we obtain your express consent. BABY FM will not rent or sell your information that may personally identify you to others. Any personally identifiable information you choose to be publicly visible on your profile (such as your first and last name) will be available to others. If you exercise your right to remove this information from our platform or application, copies may still be visible on the archived profiles in our backup.

VIII PROTECTION OF YOUR PERSONAL DATA

The platform protects your data by using the following protection measures:

1. We follow generally accepted industry standards to protect personal data provided to us, both during and after transmission, such as various security technologies and procedures to

prevent loss, misuse, unauthorized access or disclosure of information - for example, we use encryption technology such as SSL-Secure Sockets Layer to protect certain sensitive information such as location data and security of the TLS 1.2 transport layer to encrypt data from application to server. Unfortunately, no method of transmission via the Internet or method of electronic storage is 100% secure. We regularly monitor our systems for possible vulnerabilities and attacks. However, we cannot guarantee the security of any information you send us. Therefore, although we strive to protect your personal information, we cannot guarantee its absolute security.

2. For the security of your personal data, we have adopted appropriate technical and organizational measures, including in particular:

- Regular and efficient updating of software and computer equipment, where we store your personal data,
- protection of access to personal data,
- backup,
- education of employees, who process personal data within their work,
- monitoring and taking appropriate measures in the event of possible security incidents, which prevent or limit the occurrence of damage to personal data.

If you have any questions about the security of your personal information, you can contact us at info@babyfm.rs

VIII YOUR RIGHTS

You can access or delete your personal information's. You have many choices about how your data is collected or used:

1) **Delete Personal Information's:** You can ask us to erase or delete all or some of your personal information's (e.g., if it is no longer necessary to provide Services to you)

2) **Change or Correct Personal Information:** You can edit some of your personal information's through your account. You can also ask us to change, update or fix your information in certain cases, particularly if it's inaccurate.

3) **Object to, or Limit or Restrict, Use of Information:** You can ask us to stop using all or some of your personal information's (e.g., if we have no legal right to keep using it) or to limit our use of it (e.g., if your personal information's is inaccurate or unlawfully held).

4) **Right to Access and/or Take Your Personal Information:** You can ask us for a copy of your personal information's and can ask for a copy of personal information you provided in machine readable form.

5) **Right to data portability:** You can ask us to have your personal data transmitted directly from us to another data controller.

You can exercise the rights listed above by contacting the Platform in the following ways: e-mail address: **info@babyfm.rs**

IX SUPERVISOR

The competent body for the protection of personal data is the Commissioner for Information of Public Importance and Personal Data Protection of the Republic of Serbia. You can contact the authority at the address Bulevar Kralja Aleksandra number 15, 11000 Belgrade, Republic of Serbia or by e-mail at office@poverenik.rs or by phone at +381 11 3408 900.

X RESTRICTION The Platform and Services are not directed to children under the age of 18. We do not knowingly collect information, including Personal Data, from children or other individuals who are not legally able to use our Platform and Services. If we obtain actual knowledge that we have collected Personal Data from a child under the age of 18, we will promptly delete it, unless we are legally obligated to retain such data. Please contact us if you believe that we have mistakenly or unintentionally collected information from a child under the age of 18.

XI PRIVACY POLICY CHANGES

We may amend or update this policy from time to time. If we believe that the changes are material, we'll let you know by doing one (or more) of the following:

- posting the changes on or through the Services,
- sending you an email or message about the changes,
- posting an update in the version notes on the Site platform.

We encourage you to check back regularly and review any updates.

XII CONTACT

If you have any question about the Privacy policy you can:

- 1) Contact support team via email app@babyfm.rs
- 2) Send an email to BABY FM protection officer at info@babyfm.rs

