

General Terms of Use

The general terms describe, define, and govern the use of content and services of the madwise.si website (hereinafter: the website).

The website is owned and operated by the company Madwise d.o.o.

We reserve the right to change any part of the website or delete any part of the content without prior notice.

Website users

The user is any person who visits the website and uses it in any way. The use is enabled to an indefinite number of users who accept the service in the manner and under conditions laid down by these terms.

Copyright

Without prior written permission of the provider, the content may not be reproduced, modified, copied, republished or disseminated.

Use of content

The users use all published content at their own risk. The service provider will endeavour to ensure the accuracy and promptness of all content but is not liable for this.

Website accessibility

We reserve the right to terminate the access to the website for technical reasons of maintenance and replacement of equipment. We do not guarantee the accessibility of the website in the event of a network downtime or any failure, errors, other technical disruptions or operational interruptions.

Terms of Business

We reserve the right to reject the request for any service offered on the website for any reason. We also reserve the right not to respond to any message that we receive through the website.



Links

The web pages accessible by the links on our website are not under our control and therefore we are not responsible for information contained on linked web pages.

Personal Data Protection

Information about the manager: Madwise d.o.o., Tržaška 2, 1000 Ljubljana, zivjo@madwise.si, +386 31 370 639.

The company Madwise d.o.o. collects and processes certain personal data about the visitors of its website and certain data about the persons who subscribe to our newsletter (link) or leave their contact information when downloading some of our manuals or similar content.

With the use of the Google Analytics tool, we collect data about our website visitors on which pages they visit on our website, how often, how long do they stay there, and similar. On the basis of these data, we can see how many visitors visit our web pages, which parts of the web page are they most interested in, whether they have any problems when visiting, or, if they are very interested in our web page, we can try to show them our ads when they visit the web page (the so-called remarketing).

From users who subscribe to our newsletter, we collect data about their e-mail address (when downloading the content) as well as data about their name, surname and employment. We also collect data on which newsletter they read and, if by clicking on them they visit our website, which parts of our website do they visit. Based on this data, we can improve our newsletter and directly contact users who show interest in individual services or new features.

We clarify that remarketing to frequent web page visitors and the performance analysis of our newsletter is carried out on the basis of Article 6(1)(f) of the General Personal Data Regulation. In doing so, we pursue our legitimate interest to offer individualized and convincing market offers for renting our services to persons who show interest in our services by visiting our websites or reading our newsletter.

Immediately after the capture, the data on website visitors are anonymized and from that moment on stored in aggregated form only, with the exception of remarketing data that are stored by Google until you request the cessation of their collection at <https://adssettings.google.com/u/0/authenticated>. We store data about e-mail contacts until signing out of the e-mail list, and then we delete it within one year. Every user has the right to send a written request to unsubscribe from our e-mails, this can also be done by clicking on a suitable link in each individual newsletter.

We do not provide all previously mentioned data to external users. However, as far as the implementation of analytics and remarketing is concerned, we process them with the help of Google (Google Analytics and AdWords services), which in some cases may involve the transfer of personal data to a manager in the United States. Such transfer is permitted by a special resolution of the European Commission, called Privacy Shield, which established that US companies committing to the principles of this shield provide an adequate level of protection of personal data. For more information, please visit <https://www.privacyshield.gov/welcome>.



Individuals have certain rights (to access their data, to correct any incorrect data, etc.) in accordance with the General Regulation. These rights may be exercised by a written request addressed to our contact address mentioned above. In case individuals are not satisfied with our answer, they can appeal to the competent supervisory authority (Information Commissioner, Zaloška 59, 1000 Ljubljana, gp.ip@ip-rs.si) or request judicial protection.

To conclude, we would like to declare that the company Madwise d.o.o. handles your personal data responsibly and in accordance with established market practices.