

PRIVACY POLICY

Effective Date: October 2025

Last Updated: October 2025

This Privacy Policy describes how **Luvisun Gıda Takviyeleri Sanayi ve Ticaret A.Ş.** ("Luvisun", "we", "our", or "us") collects, uses, and protects personal data obtained through the website www.luvisun.com.

Luvisun is committed to safeguarding your privacy and ensuring that your personal information is handled in accordance with applicable data protection laws, including the Turkish Personal Data Protection Law (KVKK) and the EU General Data Protection Regulation (GDPR).

1. Data We Collect

We may collect limited personal data in the following ways:

- **Contact Form:** Name, email address, and message content submitted voluntarily by users.
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- **Email Communication:** Personal information provided through direct email correspondence (e.g., info@luvisun.com).
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- **Cookies & Analytics:** Non-identifiable data (such as IP address, browser type, visit duration, and pages viewed) used for website analytics and performance optimization.
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We do **not** collect or process sensitive personal data such as health information, financial details, or user account data.

2. Purpose of Data Processing

We process personal data only for the following purposes:

- To respond to user inquiries and provide requested information,
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- To improve the content, design, and usability of our website,
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- To analyze website traffic and optimize user experience,
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- To comply with applicable legal obligations.
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We do not use the collected data for marketing or commercial purposes.

3. Data Retention

Personal data submitted via forms or email is retained only as long as necessary to fulfill the stated purposes or comply with legal requirements.

Analytics data (cookies) is retained for a limited period, typically **up to 12 months**, after which it is deleted or anonymized.

4. Data Security

Luvisun takes appropriate technical and organizational measures to ensure the security of personal data, including protection against unauthorized access, alteration, disclosure, or destruction.

5. Sharing of Data

Luvisun does **not** sell, rent, or disclose personal data to third parties, except:

- When required by law or governmental authorities,
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- When technical service providers (e.g., analytics or hosting partners) process data on our behalf under strict confidentiality agreements.
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6. Cookies

Our website uses analytical cookies to improve functionality and measure performance.

Users may disable cookies in their browser settings, although some parts of the site may not function optimally as a result.

7. Your Rights

Under applicable data protection laws, users have the right to:

- Access and obtain a copy of their personal data,
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- Request correction or deletion of inaccurate data,
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- Withdraw consent for processing (where applicable),
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- File a complaint with the relevant data protection authority.
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8. Contact

For any privacy-related inquiries, you can contact us at:

info@luvisun.com

Luvisun Gıda Takviyeleri Sanayi ve Ticaret A.Ş.

Bereketzade Mah. Bankalar Cad. Nazlı Han No: 26, İç Kapı No: 5

Beyoğlu / İstanbul, Turkey