

# **PRIVACY POLICY – YALLA CAIRO**

## **1. General Information**

This Privacy Policy defines the rules for processing personal data of users of the website yalla-land.com and individuals using the digital product “Yalla Cairo.”

The Data Controller is:

Maddi Zaremba

Contact email: hey.maddizaremba@gmail.com

---

## **2. What data we collect**

We may process the following data:

- email address
  - first name (if provided)
  - technical data (IP address, browser type, device information)
  - purchase-related data (processed by the payment provider)
  - cookies data
- 

## **3. Purposes of data processing**

Your data is processed for the following purposes:

- fulfillment of the order for the ebook “Yalla Cairo”
  - payment processing (via an external platform)
  - communication with the user
  - sending purchase-related information (if applicable)
  - website traffic analysis
  - marketing and statistical activities
- 

## **4. Legal basis**

Data is processed based on:

- performance of a contract (ebook purchase)
- user consent

- legitimate interest of the data controller
- 

## **5. Cookies**

The website uses cookies for:

- proper functioning of the site
- statistical analysis (e.g. Google Analytics)
- marketing activities (if applicable)

Users can manage cookies through their browser settings.

---

## **6. Data sharing**

Data may be shared with third parties for order fulfillment, in particular:

- the sales platform Naffy, which handles payments and product delivery
- analytics and marketing service providers (e.g. Google, Meta)
- hosting providers

Data is not sold or shared with unauthorized third parties.

---

## **7. Data retention period**

Data is stored:

- for the duration of service delivery
  - until consent is withdrawn
  - in accordance with applicable legal obligations
- 

## **8. User rights**

Users have the right to:

- access their data
- rectify their data
- delete their data

- restrict data processing
  - transfer their data
  - withdraw consent
  - object to processing
- 

## **9. Contact**

 [hey.maddizaremba@gmail.com](mailto:hey.maddizaremba@gmail.com)