

# Privacy Policy for Artificial Solutions Ltd.

Last Updated: 27 Jan 2026

## 1. Introduction

Artificial Solutions Ltd. ("we," "us," "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit our website [www.artificialsolutionsbg.com](http://www.artificialsolutionsbg.com) (the "Site") or interact with us.

We are the data controller responsible for your personal data processed through this Site.

By using our Site, you consent to the data practices described in this policy. If you do not agree with the terms, please do not access the Site.

## 2. Information We Collect

We may collect and process the following categories of personal data:

- **Personal Data You Provide Voluntarily:**
  - **Contact Information:** When you fill out a contact form, request a quote, or subscribe to our newsletter, we collect your name, email address, phone number, company name, and any message you send us.
  - **Project Information:** Details you provide about a project you want us to quote on or work on.
  - **Correspondence:** Any other personal data you choose to include in your communications with us.
- **Data Collected Automatically:**
  - **Technical Data:** Internet protocol (IP) address, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform.
  - **Usage Data:** Information about how you use our Site, including the pages you visit, the links you click, and the time spent on those pages. This data is collected using cookies and similar technologies.

## 3. How We Use Your Information (Legal Basis for Processing)

We use your personal data only when we have a lawful basis to do so. Our primary legal bases are:

- **Consent (Art. 6(1)(a) GDPR):** For sending you marketing communications and newsletters where we have asked for your explicit consent.
- **Contract (Art. 6(1)(b) GDPR):** To take steps at your request prior to entering a contract (e.g., providing a quote) and to perform a contract with you (e.g., delivering 3D modelling, rendering, or other services).
- **Legitimate Interests (Art. 6(1)(f) GDPR):** To operate and administer our Site, for IT security, to analyse and improve our services and Site performance, and for direct marketing of similar services to existing clients (you have the right to object to this at any time).

Purpose of Processing	Categories of Personal Data	Lawful Basis
Responding to your inquiries and providing quotes	Name, Email, Phone, Project Details	Necessary for the performance of a contract/pre-contractual steps
Providing and managing our 3D services	Name, Email, Phone, Project Details, Correspondence	Performance of a contract
Sending marketing emails/newsletters	Name, Email Address	Consent
Analysing Site usage and improving our Site	Technical Data, Usage Data	Legitimate Interests
Ensuring network and information security	Technical Data, IP Address	Legitimate Interests / Legal Obligation

#### 4. How We Share Your Information

We may share your personal data with the following third parties:

- **Service Providers:** We use trusted third-party service providers who assist us in operating our website, conducting our business, and serving you (e.g., cloud hosting providers, email marketing platforms, analytics providers). These providers process your data only on our instructions and are bound by strict data protection agreements.
- **Professional Advisors:** We may disclose your data to legal, financial, or other professional advisors if necessary.

- **Legal Obligations:** We will disclose your data where required to do so by law, such as to comply with a subpoena or similar legal process.

We do not sell, trade, or otherwise transfer your personal data to unrelated third parties for their marketing purposes.

## **5. International Transfers**

Your data is processed within the European Economic Area (EEA). If we ever need to transfer your data outside the EEA to a country not deemed to provide an adequate level of data protection, we will ensure appropriate safeguards are in place, such as Standard Contractual Clauses approved by the European Commission.

## **6. Data Retention**

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including to satisfy any legal, accounting, or reporting requirements.

- **Contact Data:** Retained for the duration of our business relationship and for a reasonable period thereafter (3 years) for contract management and legal claims.
- **Marketing Data:** Retained until you withdraw your consent or opt-out of marketing communications.
- **Technical Data:** Typically retained for a shorter period, such as 12-26 months for analytics purposes.

## **7. Your Data Protection Rights under GDPR**

Under GDPR, you have the following rights regarding your personal data:

- **Right of Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request that we correct any inaccurate or incomplete data.
- **Right to Erasure ('Right to be Forgotten'):** You can request we delete your personal data under certain circumstances.
- **Right to Restrict Processing:** You can request that we suspend the processing of your personal data.
- **Right to Data Portability:** You can request a copy of your data in a structured, machine-readable format.
- **Right to Object:** You can object to our processing of your personal data based on our legitimate interests.

- **Right to Withdraw Consent:** Where we rely on your consent, you can withdraw it at any time. This does not affect the lawfulness of processing based on consent before its withdrawal.

To exercise any of these rights, please contact us at [info@artificialsolutionsbg.com](mailto:info@artificialsolutionsbg.com)

You also have the right to lodge a complaint with a supervisory authority, in the EU member state of your habitual residence, place of work, or place of the alleged infringement. For Bulgaria, this is the Commission for Personal Data Protection.

## **8. Cookies**

Our Site uses cookies and similar tracking technologies to distinguish you from other users. This helps us provide you with a good experience and allows us to improve our Site.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this Site may become inaccessible or not function properly.

For more information, please see our **Cookie Policy**.

## **9. Data Security**

We have implemented appropriate technical and organizational security measures designed to protect your personal data from accidental loss, unauthorized access, use, alteration, and disclosure. However, the transmission of information via the internet is not completely secure, and we cannot guarantee the absolute security of your data transmitted to our Site.

## **10. Changes to This Privacy Policy**

We may update this policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. The updated version will be indicated by an updated "Last Updated" date. We encourage you to review this policy periodically.

## **11. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

### **Artificial Solutions BG**

Email, [info@artificialsolutionsbg.com](mailto:info@artificialsolutionsbg.com)

Address: Artificial Solutions Ltd., Office 2, Floor 1, 9B Pozitano Street, Sofia, Bulgaria

Phone: 00359 - 24343