

Limited Liability Company "TRADING COMPANY KOBLIK"

394056, Russian Federation, Voronezh, Soldatskoye Pole Street, 285/5

INN 3663159016, OGRN 1223600007234

Tel.: +7 (473) 206-77-77, Email: sales@koblik.com

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NOTICE ON THE USE OF RECOMMENDATION TECHNOLOGIES

1. General Provisions

This Notice has been developed in accordance with:

- Federal Law No. 152-FZ "On Personal Data";
- Federal Law No. 38-FZ "On Advertising";
- the Recommendations of Roskomnadzor on data processing (Letter No. 07-10207 dated 1 September 2022).

Operator: Limited Liability Company "TRADING COMPANY KOBLIK".

2. Rules Governing the Use of Recommendation Technologies

2.1. Operating Principles of the Technologies

Recommendation algorithms:

- analyse the User's history of interaction with the website (page views, purchases, session duration);
- employ machine learning to predict preferences;
- generate personalised offers based on statistical models.

2.2. Data Used

The following data are used to generate recommendations:

- Personal data (subject to consent):
- full name and contact details;
- order and browsing history.
- Non-personalised data:
- cookies, IP address, device type;
- geolocation (country/city).

2.3. Recommendation Criteria

- **Relevance:** the popularity of goods among comparable users is taken into account.
- **Contextual factors:** seasonality, promotions, availability of goods in stock.
- **Ethical restrictions:** recommendations that would contravene the legislation of the Russian Federation are excluded.

2.4. Managing Settings

The User may:

- disable personalisation in the "Account Settings" section;
- delete their interaction history via their personal account;
- block cookies in their browser (instructions available [here](#)).

2.5. Security Safeguards

- Data are processed in encrypted form (TLS 1.2+ protocol);
- Only authorised employees have access to the algorithms;
- Systems are regularly tested for bias and discrimination.

2.6. Responsibilities of the Operator

- ensuring transparency in the operation of the algorithms (Article 15 of Federal Law No. 152-FZ);
- preventing the use of data for purposes not specified in this Notice.

3. Legal Grounds

Data are processed on the following legal grounds:

- the User's consent (clause 1, part 1, Article 6 of Federal Law No. 152-FZ);
- the Operator's legitimate interests (service optimisation, clause 5, part 1, Article 6 of Federal Law No. 152-FZ).

4. Rights of the User

In accordance with Articles 14 and 21 of Federal Law No. 152-FZ, the User has the right to:

1. withdraw consent to the use of recommendation technologies;
2. obtain an explanation of the logic underlying the algorithms;
3. file a complaint with Roskomnadzor (<https://rkn.gov.ru>).

To exercise these rights: send a request to sales@koblik.com marked "Recommendation Technologies".

5. Contact Information

Tel.: +7 473 206-77-77

Email: sales@koblik.com

Note:

- Amendments to this Notice shall enter into force 10 days after their publication on the website.
- Recommendation technologies do not affect the conclusion of contracts or access to the basic functions of the website.

**Yours sincerely,
The KOBLiK GROUP Team**