

# PRIVACY POLICY

**Last updated:** 10 February 2026

This Privacy Policy explains how **Ardona Software SRL** (“Ardona”, “we”, “us”, “our”) collects, uses, and protects your personal data when you use our website and services.

Website: <https://ardona.ai>

Company: Ardona Software SRL

Registered in: Romania

We are committed to protecting your privacy and complying with the General Data Protection Regulation (GDPR) and applicable EU data protection laws.

---

## 1. Data Controller

Ardona Software SRL is the data controller responsible for your personal data.

Contact email: [dan.buica@ardona.ai](mailto:dan.buica@ardona.ai)

---

## 2. Information We Collect

We may collect the following categories of data:

### 2.1 Information You Provide

When you create an account, complete an audit, or contact us, we may collect:

- Full name
- Email address
- Company name
- Website URL
- Business information
- Automation and workflow data
- Survey and onboarding responses
- Communication content

### 2.2 Automatically Collected Information

When you use our website or platform, we may collect:

- IP address
- Browser type
- Device information
- Operating system
- Usage data
- Pages visited
- Session duration
- Log files

This data is collected through cookies and analytics tools.

## **2.3 Payment Information**

If you purchase services, payment processing is handled by third-party providers. We do not store your full payment card details.

---

## **3. How We Use Your Information**

We use your data to:

- Provide and operate the Ardon platform
- Generate AI audits and automation reports
- Create personalized recommendations
- Manage your account
- Communicate with you
- Improve our services
- Provide customer support
- Process payments
- Send service-related notifications
- Send marketing communications (only with consent)
- Comply with legal obligations

We do not sell your personal data.

---

## **4. Legal Basis for Processing**

Under GDPR, we process your data based on the following legal grounds:

### **4.1 Contractual Necessity**

To provide our services and fulfill our agreement with you.

### **4.2 Consent**

For marketing communications and optional features.

### **4.3 Legitimate Interest**

To improve our platform, prevent fraud, and ensure security.

### **4.4 Legal Obligation**

To comply with applicable laws.

---

## **5. Marketing Communications**

If you have given consent, we may send you:

- Product updates
- Automation offers
- Educational content
- Promotional messages

You can withdraw consent at any time by using the unsubscribe link or contacting us.

We do not send marketing emails without explicit consent.

---

## **6. Cookies and Tracking Technologies**

We use cookies and similar technologies to:

- Maintain user sessions and security
- Analyze platform usage and performance
- Improve functionality and reliability
- Customize user experience

We use both strictly necessary and optional cookies, as described in our Cookie Policy.

Where required by law, we collect your consent before using non-essential cookies.

You may manage your cookie preferences at any time through:

- Our cookie consent banner
- Your account settings (where available)
- Your browser settings

For more information, please review our Cookie Policy.

---

## 7. Data Sharing and Third Parties

We may share your data with trusted service providers, including:

- Hosting providers
- Cloud infrastructure services
- Analytics platforms
- Email delivery services
- Payment processors
- Artificial intelligence service providers (such as **Google Gemini**) used to generate audits, insights, and recommendations

These providers process data only on our instructions and under strict confidentiality and data protection agreements.

We never sell your data.

---

## 8. International Data Transfers

Some of our service providers may be located outside the European Economic Area (EEA).

When data is transferred internationally, we ensure appropriate safeguards, including:

- Standard Contractual Clauses (SCCs)
  - GDPR-compliant agreements
  - Security measures
- 

## 9. Data Retention

We retain your personal data only as long as necessary to:

- Provide services
- Meet legal obligations
- Resolve disputes
- Enforce agreements

Typically:

- Account data: While your account is active
- Audit data: While your account is active

- Marketing data: Until consent is withdrawn

You may request deletion at any time.

---

## 10. Data Security

We implement appropriate technical and organizational measures to protect your data, including:

- Secure servers
- Encrypted connections
- Access controls
- Monitoring systems
- Regular security reviews

However, no system is completely secure. We cannot guarantee absolute security.

---

## 11. Your Rights Under GDPR

You have the following rights:

- Right to access your data
- Right to rectification
- Right to erasure (“right to be forgotten”)
- Right to restrict processing
- Right to data portability
- Right to object
- Right to withdraw consent
- Right to lodge a complaint with a supervisory authority

To exercise your rights, contact us at: **[dan.buica@ardona.ai](mailto:dan.buica@ardona.ai)**

We will respond within the legally required timeframe.

---

## 12. Automated Decision-Making and AI

Our platform uses artificial intelligence systems, including third-party AI models (such as **Google Gemini**), to analyze submitted information and generate audits, insights, and automation recommendations.

These systems assist in processing data and producing outputs but do not make legally binding decisions without human oversight.

You may request manual review of automated outputs at any time.

---

## 13. Children's Privacy

Our services are not intended for individuals under the age of 18.

We do not knowingly collect data from minors.

If we become aware of such data, it will be deleted.

---

## 14. Third-Party Links

Our website may contain links to third-party websites.

We are not responsible for their privacy practices.

We encourage you to review their policies separately.

---

## 15. Changes to This Policy

We may update this Privacy Policy from time to time.

Updates will be posted on our website with a revised "Last updated" date.

Continued use of our services constitutes acceptance of the updated policy.

---

## 16. Contact Information

If you have questions about this Privacy Policy or your data, contact:

**Ardona Software SRL**

Website: <https://ardona.ai>

Email: [dan.buica@ardona.ai](mailto:dan.buica@ardona.ai)