

CartFox

The controller uses **CartFox** for sending electronic messages to individuals (SMS, instant messaging applications, e-mails). The CartFox Privacy Policy and the information about the CartFox provider are available [here](#). The controller manages personal data together with the CartFox provider.

Personal data of individuals processed within CartFox include:

- e-mail address;
- telephone number;
- information about the website or application through which the e-mail address and/or telephone number was provided;
- information about the sending of the messages:
 - message type (SMS, instant messaging application (type of application), e-mail);
 - date of sending;
 - time of sending;
 - content of the message sent (e.g., purchase related notifications, abandoned cart, discount notification, etc.);
- information about an undelivered message (the date and time of the receipt of the undeliverability notification);
- information about the performed action (e.g., the purchase of an item in the abandoned cart, the purchase of a discounted item, etc.).

Personal data (e-mail, phone number) are transferred automatically to the joint controller.

The legal basis for the processing of personal data when using the CartFox service is:

- a) **Consent**, which serves to process the personal data of those individuals who have given their consent to receive electronic communications.
- b) **Legitimate interest**, based on which the controller processes personal data within the CartFox service only following the preconditions listed below:
 - an individual has added at least one item to the cart within a web shop;
 - an individual has provided their communication information (e-mail and/or telephone number);
 - the message contains wording related to the (potential) purchase by the individual.

The **purpose of the processing of personal data** is to inform the individual about their (intended) purchase, as the messages sent by CartFox services contain the following information:

- order confirmations;
- delivery updates;
- post-purchase receipts;

- cart abandonment reminders.

The primary purpose of these messages is transactional communication. The messages are aimed to notify an individual regarding the business relationship with the Controller or the Subscriber (e.g., the notifications related to the purchase).

The recipient may unsubscribe from receiving CartFox messages by using the unsubscribe options contained in the individual message sent to the individual by the CartFox service.

If you wish to unsubscribe from all communications sent by the controller, you can contact the joint controller at info@dfvu.org.

The personal data collected within CartFox are not disclosed to third parties (other than the joint controller, i.e., the CartFox provider), and the controller has no access to them. Within CartFox, the controller can only access reports that include aggregated and thus anonymized data (e.g., the number of messages sent, the number of purchases via messages sent, etc.).

The personal data processed within CartFox are not transferred to third countries or international organizations, which means they are not transferred or exported outside the territory of EU Member States.

The information about the retention period of the personal data processed within CartFox, the protection of such personal data, and the rights of individuals relating to their personal data is available in the [CARTFOX Privacy and Personal Data Protection Policy](#). For more information contact us at info@dfvu.org.