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By accessing this website, the visitor accepts these rules, which means that he/she must read them before using it. If the visitor is not in agreement with the content of these rules, he/she must leave the website immediately.

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Using the website includes searching it, printing its content, and saving, accessing and using the content found on the website, provided that all DIRECT MEDIA's copyrights and trademarks are not violated. Using any part of this website for commercial purposes or incorporating it in any other publication or website are strictly prohibited.

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Warranties

DIRECT MEDIA provides the detailed information found on this website by using internal and external sources, to the best of its knowledge and belief, and stays committed to expanding and updating this information. The information on this website are intended for the sole purpose of presenting DIRECT MEDIA and its services. DIRECT MEDIA does not guarantee the completeness, reliability, timeliness, or accuracy of the information on this website, either explicitly or implicitly. DIRECT MEDIA has no responsibility to maintain the materials and services available on this website, nor to submit any related updates or amendments, which is why we kindly advise you to keep in mind that these information — although accurate on the day of posting them — might be outdated. We advise that you check any information that you read on this website before using it in any form. If you need any advice or instructions pertaining to our services, please contact us directly.

Disclaimer

By accessing the website, its users express that they agree with the fact that they are using the website and its content at their own risk. Neither DIRECT MEDIA nor any third party involved in the creating, producing, or delivering this website cannot be held accountable for any direct, accidental, consequential, indirect, or any other damage, costs, losses, or injuries that arise as a result of accessing or being unable to access this website, using or being unable to use this website, or relying on the information provided on this website.

Furthermore, DIRECT MEDIA accepts no responsibility for any loss caused by viruses that may infect your computer or any other property through using, accessing, or downloading any material from this website. If you decide to download any material from this website, you will be doing so at your own risk.

Delivering and receiving information from this website do not constitute forming a business relationship between you and DIRECT MEDIA, and no user of this website should act or refrain from acting based on any information on this website. In no way does sending emails bind DIRECT MEDIA to establish a business relationship with any user of this website.

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This website contains links/references to third-party websites. Providing these links does not imply DIRECT MEDIA's agreement in regard to the content of those websites. DIRECT MEDIA accepts no responsibility for the availability or the content of these websites, nor for any damages or injuries that arise as a result of using their content in any form. DIRECT MEDIA gives no warranty concerning the quality of information provided on the pages linked to on this website. The users are accessing these websites at their own risk.

User responsibility

The user of the website is fully responsible for the content and accuracy of information sent to DIRECT MEDIA and non-violation of rights of any third party to which the information might pertain. The user gives his consent to DIRECT MEDIA to post these information and use them for statistical analysis purposes or any other business purpose, including but not limited to reproduction, development, advertising, sale, and marketing, without any restriction or compensation to the user.

By providing information, the user guarantees that he/she holds the ownership rights over the sent information and material and that he/she has the right or authorization to post personal information or material, and that DIRECT MEDIA's use of these will not violate any third-party rights. DIRECT MEDIA is in no event obligated to post or use the information or material provided. When using the website and any information or materials that it contains, the user is obligated to comply with all applicable regulations.

Governing law and jurisdiction

By using this website, you agree that any legal claim or complaint pertaining to this website or its use are subject to the laws of the Republic of Serbia and that the court taking jurisdiction is the one in Belgrade.

Privacy policy

In order to access the website, the visitor is not required to leave any personal information. However, the visitor will be required to submit certain information, but only of his/her own volition, for the purpose of exercising certain rights, with particular reference to participation in the Direct Media Academy that the visitor himself/herself requests. The data is submitted through the registration form on the Direct Media Academy website. In this case, personal data includes the visitor's full name, email address, and scanned grade book (for students only).

The information and data that are learned will not be used to personally identify the visitors, but to occasionally gauge the website's traffic, the average time spent on it, and the number of viewed pages, all for the purpose of improving the website's content.

Asking for any additional information or additional personal information from the visitor requires obtaining prior consent when completing the registration form. These information will be used only to register for the Direct Media Academy. The visitor has the right to be informed about data processing, the right to request a copy of the data that pertains to him/her, and the right to inspect the processed data or request the data to be corrected, supplemented, updated, or deleted, as well as the data processing to be terminated or temporarily suspended in line with the provisions of the Law on Personal Data Protection.

The provided information is stored on a server that is accessible to [●], as well as persons hired to process the data for the specified purposes, as well as purposes to which the visitor consented to subsequently. Visitors below the legal age of majority are prohibited from submitting information without the prior consent of their parents, adoptive parents, or guardians.

This website enables using HTML cookies that are placed on the visitor's computer and represent text files that during each visit send information about the websites from which the visitor accessed this website. These information are used to learn more about the visitors' habits, especially to improve the searching and functioning of this website. Using cookies is standard practice on the Internet, and most browsers are configured to automatically accept all cookies. The user can decide to stop using them at any time by manually deleting them or configuring the browser to work with cookies in customized ways.

The website may contain links or banners of other websites that are neither owned or used by DIRECT MEDIA, which means that DIRECT MEDIA has no control or responsibility concerning their functioning, content, general terms of use, or security, and the visitor is accessing them at his/her own risk, without DIRECT MEDIA's consent.

The users are using the website at their own risk, and DIRECT MEDIA is in no way responsible for any pecuniary or non-pecuniary damages that might arise out of the use or in any connection with the use of the website or the content posted on it. DIRECT MEDIA has the right to modify these terms and conditions at any time, without prior notice and binding on any visitor.

For any additional clarification in relation to these General Terms and Conditions or any future communication, the visitor can contact DIRECT MEDIA at komunikacije@directmedia.rs.

PERSONAL DATA PROTECTION

This notice pertains to the protection of the personal data that **DIRECT MEDIA d.o.o. Beograd** obtains through its website.

By filling out the registration form for the Direct Media Academy on the contact page, you are providing us with your personal information and consenting to our processing, using, and protecting them in accordance with the Law on Personal Data Protection and this notice. You can withdraw your consent by contacting the academy organizer at komunikacije@directmedia.rs, who will further inform you further about the consent withdrawal procedure in the event of unauthorized data processing or processing that is contrary to the purpose, as well as the procedure pertaining to the right to get informed, inspect the data, and obtain a copy thereof.

Personal data includes:

- Full name;
- Email address;
- Grade book photo;
- Mobile phone number;
- Occupation.

As well as data for legal persons:

- Company name;

- Tax identification number;
- Email address;
- Street address.

We treat all personal data as confidential. The data will be stored on DIRECT MEDIA United Solutions' servers over the next five years, after which they will be deleted.

DIRECT MEDIA undertakes all necessary technical, personnel, and organizational measures to protect the data, in line with the law and the company's by-laws. We will not be making your personal data available to any third parties without your explicit consent. Your data is protected against misuse, destruction, loss, unauthorized changes, and access.

DIRECT MEDIA protects privacy by using technologies that ensure the most secure way to use the Internet. **DIRECT MEDIA** protects your personal data against unauthorized access, use, and disclosure. When personal information (such as payment card numbers) is transmitted over the website, protective encryption such as Secure Socket Layers (SSL) is used to protect them.

Consent to use personal data

DIRECT MEDIA respects the privacy of your personal data and undertakes to protect them in accordance with the applicable provisions of the Law on Personal Data Protection (Official Gazette of the Republic of Serbia No. 97/08, 104/09 — state law, 68/12 — CC decision, and 107/12), hereinafter referred to as "Law on Personal Data Protection."

Personal data is collected at the time of your registration for the Academy or when you voluntarily disclose them within, for example, surveys, providing feedback, participating in job vacancies or applications by sending your resume (CV).

If you do not wish to leave the personal information that we ask of you, you might be unable to access certain segments, services, or features of the web pages, or we might be unable to answer your questions.

The personal data that DIRECT MEDIA collects, processes, and uses in the manner and under the terms and conditions set out in this Consent include:

- Your personal name and surname;
- Your email address.

The personal data is collected primarily for:

- Keeping records of registrations for the Direct Media Academy;
- Sending notifications in relation to the Direct Media Academy is hereinafter referred to as the "Processing Purpose."

Finally, using this Site will make your computer automatically disclose certain technical and other information, which we will collect (e.g., your network address, browser type, and the information about the page that referred you to our Website) for operational and security reasons, as well as for better understanding of how our web pages are used.

By giving your Consent for the use of Personal Data, you agree to your Personal Data being used, processed, transferred, and stored by DIRECT MEDIA or the DIRECT MEDIA group's affiliates or any other company hired by DIRECT MEDIA to perform Personal Data Processing Support Services, which can be located outside the Republic of Serbia, namely in the member states of the European Union or the United States of America (hereinafter collectively referred to as "DIRECT MEDIA Group") for the above specified Processing

Purpose without DIRECT MEDIA having any responsibility to previously notify you of any individual use of your Personal Data.

Except for the above specified, your Personal Data will not be used, processed, transferred, or made available to any third parties — legal or natural persons — without your additional consent, apart from the uses of your Personal Data that do not require your prior consent, in accordance with the Law on Personal Data Protection.

These Privacy Policy applies only to DIRECT MEDIA's web pages, and not to third-party web pages. DIRECT MEDIA's web pages may provide links to web pages that might be of interest to you. Moreover, because of the well-known attributes of the Internet, we cannot guarantee the level of privacy standards on such websites, nor take responsibility for the content of web pages that have no relation to DIRECT MEDIA. The Privacy Policy is not intended for use on any web page that is not owned by DIRECT MEDIA and whose link might be found on DIRECT MEDIA's web pages. Whenever you use links to other websites, you must be careful and read the website's privacy policy.

By giving your consent to the use of your Personal Data, you agree to DIRECT MEDIA protecting your Personal Data as confidential: all persons who have access to these Personal Data — regardless of whether they are authorized employees of DIRECT MEDIA and/or companies hired by DIRECT MEDIA — are specifically bound by DIRECT MEDIA to safeguard the data's confidentiality. In addition, only DIRECT MEDIA's authorized persons have the right to access your Personal Data only to the extent required for performing the tasks within their job descriptions, while all levels of business apply the most up-to-date organizational, personnel, and technical data protection measures against unauthorized access, which includes but is not limited to encryption of all data in archiving and transmitting via IT and telecommunication systems, using security sign-in mechanisms involving user names and passwords at all levels of input and processing, a 24-hour alarm system and protection of business premises where computers and IT and telecommunication equipment are located and required for the system's operation, saving and storing all data that are possibly recorded on printed media and/or portable electronic media in premises and buildings with protected access, and the like.

You are agreeing to being contacted by us and joining our mailing list — the moment of joining the mailing list represents solely your consent to being contacted. The protection of your Personal Data's privacy is permanent, and at any time you can withdraw the Consent that you gave, request a change or correction of the already given Personal Data, and/or request that the further processing of your Personal Data be terminated and your name deleted from our mailing list. After that, your Personal Data will be no longer used by DIRECT MEDIA, except for internal purposes — for example, for IT or statistical data processing when Personal Data no longer allow the identification of the person to whom they belong.

This Consent also includes any subsequent changes due to the statutory obligation to update any of the aforementioned data types that DIRECT MEDIA learns about while conducting its business and remains valid until any of the following circumstances occurs: withdrawal of the Consent and/or data processing termination for the Processing Purpose for which the Consent was given, and/or termination of data processing due to decisions of the authorities in charge of supervising the processing of personal data. In all of these cases, your Personal Data will be deleted and their further processing will be terminated.

If you have any questions about the processing of the above mentioned Personal Data and if you wish to withdraw this Consent for any reason at any time and if you believe that your Personal Data needs to be corrected, please contact us in writing (by registered post, fax, or email) at komunikacije@directmedia.rs.