Politika privatnosti

Pros and cons consulting, Kragujevac · www.prosandcons.rs

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Ova Politika privatnosti objašnjava koje podatke o ličnosti prikupljamo kada posetite sajt www.prosandcons.rs (u daljem tekstu: „Sajt“) ili nas kontaktirate, zašto ih koristimo, koliko dugo ih čuvamo i koja prava imate. Podatke obrađujemo u skladu sa Zakonom o zaštiti podataka o ličnosti Republike Srbije („Službeni glasnik RS“, br. 87/2018), a kada je primenljiva i u skladu sa Uredbom (EU) 2016/679 (GDPR).

1. Ko je rukovalac podacima

Rukovalac podacima o ličnosti je:

- Poslovno ime: Slobodan Milić PR Pros and Cons Consulting
- Sedište i adresa: Andre Marinkovića 13, Kragujevac, Srbija
- Matični broj: [68210615] · PIB: [115242849]
- E-pošta za pitanja o privatnosti: info@prosandcons.rs
- Telefon: +38161 1590909

2. Koje podatke prikupljamo

a) Podaci koje nam sami dostavite. Kada nam pišete putem kontakt forme, e-pošte, telefona ili društvenih mreža, možemo prikupiti: ime i prezime, naziv kompanije i poziciju, e-adresu, broj telefona, kao i sadržaj poruke i druge podatke koje odlučite da podelite.

b) Podaci koji se prikupljaju automatski. Prilikom posete Sajtu server i alati za analitiku mogu beležiti: IP adresu, tip i verziju pregledača, operativni sistem, vrstu uređaja, jezik, stranice koje ste posetili, vreme i trajanje posete, kao i stranicu sa koje ste došli.

c) Podaci iz kolačića. Detalji su u odeljku 4.

Ne prikupljamo namerno posebne vrste podataka o ličnosti (zdravstveni podaci, verska ili politička uverenja i slično) i molimo vas da nam ih ne šaljete.

3. Svrhe obrade i pravni osnov

- **Odgovor na upit i uspostavljanje poslovne komunikacije** – pravni osnov je preduzimanje radnji na zahtev lica pre zaključenja ugovora, odnosno naš legitimni interes da odgovorimo na vaš upit.
- **Izvršenje ugovora o konsultantskim uslugama i vođenje poslovne saradnje** – pravni osnov je izvršenje ugovora.
- **Ispunjavanje zakonskih obaveza** (npr. računovodstvene i poreske obaveze) – pravni osnov je zakonska obaveza.
- **Bezbednost i tehnički rad Sajta, sprečavanje zloupotreba** – pravni osnov je naš legitimni interes.

- **Statistika poseta i unapređenje Sajta** (analitički kolačići) – pravni osnov je vaš pristanak.
- **Slanje obaveštenja, novosti ili ponuda** – pravni osnov je vaš pristanak, koji možete povući u bilo kom trenutku.

4. Kolačići (cookies)

Kolačići su male tekstualne datoteke koje se čuvaju na vašem uređaju prilikom posete Sajtu.

- **Neophodni kolačići** omogućavaju osnovno funkcionisanje Sajta i ne zahtevaju pristanak.
- **Analitički kolačići** [npr. Google Analytics – izbrisati ili dopuniti prema stvarnom stanju] pomažu nam da razumemo kako se Sajt koristi. Postavljaju se samo uz vaš pristanak.
- **Kolačići trećih strana** mogu se postavljati kada Sajt uključuje sadržaj sa drugih platformi (npr. ugrađeni video, mape ili društvene mreže).

Pristanak možete dati ili povući preko obaveštenja o kolačićima na Sajtu, a kolačiće možete obrisati ili blokirati i u podešavanjima svog pregledača. Blokiranje određenih kolačića može uticati na funkcionalnost Sajta.

5. Rok čuvanja podataka

Podatke čuvamo samo onoliko dugo koliko je potrebno za svrhu zbog koje su prikupljeni:

- podaci iz upita i poslovne komunikacije – do 12 meseci od poslednje komunikacije, osim ako ne dođe do saradnje;
- podaci vezani za ugovore i fakturisanje – u rokovima propisanim zakonom (računovodstveni i poreski propisi);
- podaci iz analitike – prema roku čuvanja koji je podešen u alatu - 14 meseci;
- podaci zasnovani na pristanku – do povlačenja pristanka.

Nakon isteka roka podaci se brišu ili anonimizuju.

6. Sa kim delimo podatke

Vaše podatke ne prodajemo. Pristup im mogu imati samo:

- pružaoci usluga koji za nas obrađuju podatke (npr. hosting provajder, pružalac usluge e-pošte, alati za analitiku, računovodstveni servis) – na osnovu ugovora i samo u meri potrebnoj za pružanje usluge;
- državni organi, kada nas na to obavezuje zakon.

7. Prenos podataka van Republike Srbije

Neki od naših pružalaca usluga (npr. [Google, Microsoft, hosting provajder – Loopia]) mogu podatke obrađivati i van Srbije. U tom slučaju prenos se vrši uz primenu mera predviđenih zakonom, kao što su standardne ugovorne klauzule ili odluka o primerenom nivou zaštite.

8. Bezbednost podataka

Primenjujemo odgovarajuće tehničke, organizacione i kadrovske mere zaštite: HTTPS šifrovanje veze, kontrolu pristupa, redovna ažuriranja sistema i ograničavanje pristupa podacima samo licima kojima su neophodni. Nijedan prenos podataka putem interneta ne može biti potpuno bezbedan, ali ulažemo razumne napore da vaše podatke zaštitimo.

9. Vaša prava

U skladu sa zakonom imate pravo da:

- zatražite informaciju o tome da li obrađujemo vaše podatke i pristup tim podacima;
- zatražite ispravku netačnih i dopunu nepotpunih podataka;
- zatražite brisanje podataka, kada su za to ispunjeni uslovi;
- zatražite ograničenje obrade;
- uložite prigovor na obradu zasnovanu na legitimnom interesu;
- zatražite prenosivost podataka;
- u svakom trenutku povučete pristanak, bez uticaja na zakonitost obrade pre povlačenja;
- ne budete podvrgnuti odluci zasnovanoj isključivo na automatizovanoj obradi – mi takvu obradu ne vršimo.

Zahtev možete poslati na [e-mail adresa]. Na zahtev odgovaramo bez odlaganja, a najkasnije u roku od 30 dana od prijema; taj rok se, uz obrazloženje, može produžiti u slučajevima predviđenim zakonom.

10. Pravo na pritužbu

Ako smatrate da se vaši podaci obrađuju suprotno zakonu, možete podneti pritužbu Povereniku za informacije od javnog značaja i zaštitu podataka o ličnosti, Bulevar kralja Aleksandra 15, 11120 Beograd, www.poverenik.rs. Ukoliko vam je to moguće, pozivamo vas da se prvo obratite nama kako bismo problem rešili direktno.

11. Maloletna lica

Sajt nije namenjen licima mlađim od 15 godina i svesno ne prikupljamo podatke o njima. Ako smatrate da smo takve podatke nenamerno prikupili, javite nam se i obrisaćemo ih.

12. Linkovi ka drugim sajtovima

Sajt može sadržati linkove ka spoljnim sajtovima i platformama (npr. LinkedIn). Za njihovu politiku privatnosti i sadržaj nismo odgovorni, pa vam preporučujemo da je pročitate pre nego što im ustupite svoje podatke.

13. Izmene politike privatnosti

Ovu Politiku možemo povremeno menjati, na primer zbog promena u zakonu ili u načinu rada Sajta. Aktuelna verzija je uvek objavljena na ovoj stranici, sa datumom poslednjeg ažuriranja. O bitnim izmenama obavestićemo vas na Sajtu.

14. Kontakt

Za sva pitanja u vezi sa zaštitom podataka o ličnosti obratite nam se:

Pros and cons consulting Andre Marinkovića 13, Kragujevac E-pošta: info@prosandcons.rs Sajt: www.prosandcons.rs

Privacy Policy

Pros and cons consulting, Kragujevac · www.prosandcons.rs

Last updated: November 3, 2026

This is an English translation of the Serbian-language Privacy Policy above. In the event of any discrepancy, the Serbian version prevails.

This Privacy Policy explains what personal data we collect when you visit www.prosandcons.rs (the "Website") or contact us, why we use it, how long we keep it, and what rights you have. We process personal data in accordance with the Law on Personal Data Protection of the Republic of Serbia ("Official Gazette of the RS", No. 87/2018) and, where applicable, Regulation (EU) 2016/679 (GDPR).

1. Who is the data controller

The controller of personal data is:

- Business name: Slobodan Milić PR Pros and Cons Consulting
- Registered office and address: Andre Marinkovića 13, Kragujevac, Serbia
- Company registration number: 68210615 · Tax ID (PIB): 115242849
- E-mail for privacy enquiries: info@prosandcons.rs
- Phone: +38161 1590909

2. What data we collect

a) Data you provide to us. When you write to us via the contact form, e-mail, phone or social networks, we may collect: your first and last name, company name and position, e-mail address, phone number, as well as the content of your message and any other data you choose to share.

b) Data collected automatically. When you visit the Website, the server and analytics tools may record: your IP address, browser type and version, operating system, device type, language, the pages you visited, the time and duration of your visit, and the page you came from.

c) Cookie data. Details are in Section 4.

We do not intentionally collect special categories of personal data (such as health data or religious or political beliefs), and we ask you not to send them to us.

3. Purposes of processing and legal basis

- **Responding to enquiries and establishing business communication** – the legal basis is taking steps at your request prior to entering into a contract, or our legitimate interest in answering your enquiry.
- **Performance of contracts for consulting services and managing business cooperation** – the legal basis is performance of a contract.
- **Compliance with legal obligations** (e.g. accounting and tax obligations) – the legal basis is a legal obligation.
- **Website security and technical operation, prevention of abuse** – the legal basis is our legitimate interest.
- **Visit statistics and Website improvement** (analytics cookies) – the legal basis is your consent.
- **Sending notices, news or offers** – the legal basis is your consent, which you may withdraw at any time.

4. Cookies

Cookies are small text files stored on your device when you visit the Website.

- **Necessary cookies** enable the basic functioning of the Website and do not require consent.
- **Analytics cookies** [e.g. Google Analytics – delete or amend to reflect actual practice] help us understand how the Website is used. They are set only with your consent.
- **Third-party cookies** may be set when the Website includes content from other platforms (e.g. embedded videos, maps or social networks).

You can give or withdraw consent through the cookie notice on the Website, and you can also delete or block cookies in your browser settings. Blocking certain cookies may affect the functionality of the Website.

5. Data retention

We keep data only for as long as necessary for the purpose for which it was collected:

- enquiry and business communication data – up to 12 months after the last communication, unless cooperation follows;
- data related to contracts and invoicing – for the periods prescribed by law (accounting and tax regulations);
- analytics data – according to the retention period set in the tool – 14 months;
- data based on consent – until the consent is withdrawn.

After the retention period expires, data is deleted or anonymised.

6. Who we share data with

We do not sell your data. Access may be given only to:

- service providers who process data on our behalf (e.g. hosting provider, e-mail service provider, analytics tools, accounting service) – under a contract and only to the extent necessary to provide the service;

- government authorities, where we are required to do so by law.

7. Transfer of data outside the Republic of Serbia

Some of our service providers (e.g. [Google, Microsoft, hosting provider – Loopia]) may process data outside Serbia. In that case the transfer is carried out using the safeguards provided by law, such as standard contractual clauses or an adequacy decision.

8. Data security

We apply appropriate technical, organisational and personnel security measures: HTTPS encryption of the connection, access control, regular system updates and restriction of access to data to those persons who need it. No transmission of data over the internet can be completely secure, but we make reasonable efforts to protect your data.

9. Your rights

In accordance with the law, you have the right to:

- request information on whether we process your data and obtain access to that data;
- request rectification of inaccurate data and completion of incomplete data;
- request erasure of your data, where the conditions for it are met;
- request restriction of processing;
- object to processing based on legitimate interest;
- request data portability;
- withdraw your consent at any time, without affecting the lawfulness of processing before withdrawal;
- not be subject to a decision based solely on automated processing – we do not carry out such processing.

You can send your request to [e-mail address]. We respond to requests without undue delay and no later than 30 days from receipt; this period may, with an explanation, be extended in cases provided by law.

10. Right to lodge a complaint

If you believe that your data is being processed contrary to the law, you can lodge a complaint with the Commissioner for Information of Public Importance and Personal Data Protection, Bulevar kralja Aleksandra 15, 11120 Belgrade, www.poverenik.rs. If possible, we invite you to contact us first so that we can resolve the matter directly.

11. Minors

The Website is not intended for persons under 15 years of age and we do not knowingly collect data about them. If you believe that we have inadvertently collected such data, please contact us and we will delete it.

12. Links to other websites

The Website may contain links to external websites and platforms (e.g. LinkedIn). We are not responsible for their privacy policies or content, so we recommend that you read them before sharing your data with them.

13. Changes to this Privacy Policy

We may amend this Policy from time to time, for example due to changes in the law or in how the Website operates. The current version is always published on this page, with the date of the last update. We will notify you of material changes on the Website.

14. Contact

For any questions regarding the protection of personal data, please contact us:

Pros and cons consulting, Andre Marinkovića 13, Kragujevac · E-mail: info@prosandcons.rs · Website: www.prosandcons.rs