

Privacy Policy & Cookie Policy

Last updated: Jan 15. 2026

This Privacy Policy explains how Novalis Media LLC, a company registered in Hungary, with registered address at 1041 Budapest, Erzsebet utca 46. A. lhaz. 2. em. 11. ajto (“Company”, “we”, “us”, “our”), collects, uses, stores, and protects personal data in connection with the Google Reputation Protection service (“Service”).

This policy is prepared in accordance with the EU General Data Protection Regulation (GDPR).

Data Controller

The data controller is:

Novalis Media LLC

Registered address: Hungary, 1041 Budapest, Erzsebet street 46/A. 2/11.

Email: info@novalismedia.com

What Personal Data We Collect

We may collect and process the following categories of personal data:

2.1 Client & Account Data

- Name
- Business name
- Email address
- Phone number (if provided)
- Billing address
- Subscription and payment status (payments are processed by Stripe)

2.2 Business & Reputation Data

- Google Business Profile information
- Publicly available Google reviews and reviewer names
- Review content and ratings
- Feedback submitted via review or feedback links

2.3 Communication Data

- Emails or messages sent to us
- Responses to surveys or feedback forms
- Support communications

2.4 Technical & Usage Data

- IP address
- Browser type
- Device information
- Website usage data
- Cookie identifiers

How We Use Personal Data

We process personal data for the following purposes:

- Providing and operating the Service
- Monitoring and responding to online reviews
- Managing subscriptions and billing
- Sending service-related communications
- Improving our services and reporting performance insights
- Complying with legal and accounting obligations
- Preventing fraud and abuse

We do not sell personal data to third parties.

Legal Basis for Processing (GDPR)

We process personal data based on one or more of the following legal grounds:

- Performance of a contract (providing the Service)
- Legal obligation (accounting, invoicing, tax compliance)
- Legitimate interest (service improvement, security, analytics)
- Consent, where required (cookies, marketing communications)

Third-Party Service Providers

We may share data with trusted third-party providers, including:

- Stripe – payment processing
- Google – Google Business Profile and review platforms
- Email and messaging providers – service communications
- Hosting and infrastructure providers – data storage and security

These providers process data only as necessary to perform their services and in compliance with applicable data protection laws.

International Data Transfers

Some third-party providers may process data outside the European Union (including the United States).

Where applicable, appropriate safeguards are applied in accordance with GDPR (such as standard contractual clauses).

Data Retention

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

- Provide the Service
- Comply with legal and accounting requirements
- Resolve disputes and enforce agreements

Invoice and accounting-related data is retained for the legally required period under Hungarian law.

Data Subject Rights (GDPR)

You have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request deletion of personal data (where legally permitted)
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time (where processing is based on consent)

Requests can be submitted to: info@novalismedia.com

You also have the right to lodge a complaint with the Hungarian Data Protection Authority (NAIH).

Data Security

We apply appropriate technical and organizational measures to protect personal data against unauthorized access, loss, misuse, or disclosure.

However, no online system can be guaranteed to be 100% secure.

Cookie Policy

What Are Cookies

Cookies are small text files placed on your device to help websites function properly, analyze usage, and improve user experience.

Types of Cookies We Use

11.1 Essential Cookies

Required for website functionality and security.

11.2 Analytics Cookies

Used to understand how visitors interact with the website (e.g. page views, traffic sources).

11.3 Marketing & Advertising Cookies

Used for advertising and remarketing purposes (e.g. Facebook Pixel, Google Ads), subject to user consent.

Cookie Consent & Control

- Non-essential cookies are used only with your consent
- You may manage or withdraw cookie consent at any time via your browser or cookie banner
- Disabling cookies may affect website functionality

Changes to This Policy

We may update this Privacy Policy from time to time.

The latest version will always be available on our website with the updated date.

Contact

If you have any questions regarding this Privacy Policy, please contact:

Novalis Media LLC

Email: info@novalismedia.com

Address: Hungary, 1041 Budapest, Erzsebet utca 46/A. 2/11