

English version

Effective date 19 September 2026

This Policy explains what personal data Snoofy processes, why it is needed, who may receive it, and how you may exercise your rights. It covers the current Snoofy web application and QR profile.

1 Controller

The controller is Davit Bekauri, an individual entrepreneur, address: Georgia, Tbilisi, identification or personal number: 01819092755.

For privacy matters, email snoofy.ge@gmail.com or call +995 558 78 77 49.

2 Data we collect

Account data includes your full name, phone number, email address, optional profile photo, and basic data received through Google sign-in. Pet profile data may include species, sex, date of birth, breed, color, weight, distinguishing features, health conditions and allergies, medication, feeding and care instructions, and photos. We also process one-time-code records, support communications, IP address, device and browser data, session/login and preference cookies, analytics events, and marketing-consent records.

3 Purposes and legal bases

We process data to create and authenticate accounts, operate QR profiles, provide support, protect security, comply with law, and handle legal claims. Publication of selected contact details relies on your explicit activation of the public profile. Google Analytics and Meta Pixel rely on the relevant cookie consent. Direct marketing relies on separate consent.

4 Public QR profile

Before activation, you should be shown which information will be public. Anyone scanning the tag may then view that information to contact the pet owner. Do not publish information you do not want to disclose publicly. You may edit, hide, or delete profile data. Consent to receive an authentication code is not consent to public publication or marketing.

5 Recipients

Data may be shared, only as needed, with [SMS provider and country], Google for sign-in and analytics, Meta Platforms for Meta Pixel where you consent, [hosting and database provider, country and region], technical vendors acting under confidentiality duties, and authorities or other recipients where disclosure is legally required. We do not sell personal data.

6 International transfers

Snoofy stores data with [hosting and database provider, country and region] and uses international services including Google and Meta. Transfers take place only under a valid legal basis and appropriate safeguards.

7 Retention

Account and pet profile data are kept while the account exists. On deletion, the active account, public QR page, and linked profile data are deleted without undue delay and generally within 10 working days. Marketing-consent records are kept while marketing continues and for one year after it stops. Security or legal records are retained only as long as needed for the relevant purpose or law.

8 Marketing and photo use

Marketing email, SMS, or push messages are sent only with separate consent. You may opt out through the same channel or by emailing us; we will act within a reasonable period and no later than seven working days. A pet photo is used in Snoofy advertising only with separate, voluntary permission. Withdrawal stops future use; already lawfully printed material may remain, while digital removal will be made where reasonably possible.

9 Cookies and analytics

Essential cookies support sign-in, security, and preferences. Google Analytics and Meta Pixel are enabled only after the relevant consent. See the Cookie Policy for details.

10 Your rights

You may request information, a copy, correction, updating, restriction or cessation of processing, deletion, and withdrawal of consent, and may challenge processing as provided by law. Contact snoofy.ge@gmail.com. We may verify your link to the account. You may also complain to the State Audit Office of Georgia, as the data-protection supervisory authority, or to a court.

11 Security

We use access controls, encryption, and other reasonable technical and organizational measures. No internet transmission can be guaranteed absolutely secure. Report concerns to snoofy.ge@gmail.com.

12 Minors

Snoofy is not intended for children under 16. If we learn that we received data from a child under 16 without required consent, we will delete it. Users aged 16 or 17 should use Snoofy with the knowledge and consent of a parent or legal guardian.

13 Changes

We will notify you of material changes in the application or through your contact channel. The updated Policy will state its new effective date.