PIGMENTRIX
BY MUFXLAB PROFESSIONAL SYSTEMS

LEGAL & ADMIN

MUFXLAB
PROFESSIONAL SYSTEMS

PRIVACY POLICY

Document:	Privacy Policy
Version:	2.0
Release Date:	August 2026
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1. Introduction

This Privacy Policy outlines the collection, use, disclosure, storage, and protection of personal data when someone accesses or uses the Pigmentrix Matrix at www.pigmentrix.com.

This applies to visitors, Registered Users, Subscribers, representatives of Enterprise or Educational clients, Marketplace contacts, and individuals who interact with Pigmentrix. Cookies and similar technologies are detailed separately in the Pigmentrix Cookie Policy.

2. Data Controller

The data controller is SFX, the current operator of the Pigmentrix Matrix - SFX Materials, a.s. | Reg. Nr. 05903637. | Opletalova 1337/29. | 110 000 Prague, Czech Republic, EU. | Email: info@pigmentrix.com. | Website: www.pigmentrix.com.

For privacy inquiries and data-subject requests, contact privacy@pigmentrix.com or legal@pigmentrix.com. If the Matrix's operation shifts to a different legal entity, this Policy will be updated, and relevant individuals will be notified as legally required.

3. Personal Data We Collect

3.1. Account and subscription data

- name, email address, username, account identifier, and protected password-authentication data;
- subscription plan, status, activation, renewal, cancellation, and entitlement information;
- organization or educational affiliation where relevant to the selected plan.

3.2. Usage and technical data

- pages and Matrix functions used, searches, interactions, saved favorites, preferences, and personalization settings;
- device, browser, operating system, IP address, session, security, diagnostic, and log information.

3.3. Communications

- emails, support requests, complaints, withdrawal or refund requests, feedback, and feature requests.

3.4. Payment and transaction data

Paddle acts as the Merchant of Record, managing checkout, identity, billing, tax, payment methods, fraud prevention, and payment support data independently under its Privacy Policy. It may also share

the Buyer's name, email, regional details, transaction and subscription IDs, plan details, payment and tax statuses, as well as cancellation, refund, dispute, and entitlement information with Pigmentrix. This data facilitates fulfilment, customer support, accounting, fraud detection, and legal compliance.

Paid Transactions are handled by the Merchant of Record specified in the Payment & Subscription Services Policy. Currently, Paddle serves as the Merchant of Record. Pigmentrix does not retain full payment-card details.

3.5. Cookie and consent data

Cookies and similar technologies generate information that is processed according to the Cookie Policy, covering consent choices and any analytics data activated by the User.

4. Sources of Personal Data

Personal data is obtained directly from the User, automatically from the User's device and from the use of the Matrix, from an organization administering an Enterprise or Educational account, and from service providers such as payment, authentication, hosting, analytics, and customer support providers.

5. Purposes and Legal Bases

Depending on the context, Pigmentrix processes personal data for the following purposes and legal bases:

- Contract: creating and administering accounts; providing the selected plan and Matrix functions; processing subscriptions; delivering support; and handling cancellation, withdrawal, refund, and complaint requests.
- Legitimate interests: maintaining security and service integrity; preventing fraud and abuse; diagnosing errors; improving non-essential aspects of the Matrix; establishing, exercising, or defending legal claims; and managing ordinary business communications, balanced against the rights of affected persons.
- Legal obligation: accounting, tax, consumer-protection, regulatory, and lawful authority requirements.
- Consent: optional analytics, marketing communications, non-essential cookies, or another processing activity where consent is requested. Consent may be withdrawn at any time without affecting earlier lawful processing.

Where data is required to enter into or perform a contract, failure to provide it may prevent registration, payment, authentication, or access to the relevant service.

6. Artificial Intelligence

Pigmentrix employs trained AI systems to help organize, classify, analyze, interpret, and present information according to the framework outlined in the Terms & Conditions.

Search requests and user interactions may be processed to provide results, recommendations, classifications, or other requested Matrix functionality. Personal data will be used only to the extent necessary for the relevant purpose and subject to appropriate access, security, and provider controls.

7. Merchant of Record

Paddle acts as an independent controller for the personal data it handles as an authorized reseller and Merchant of Record. The specific Paddle entity involved varies based on the Buyer's location and is specified in the Paddle Buyer Terms. For more details, Paddle's privacy information can be found at https://www.paddle.com/legal/privacy.

Pigmentrix and Paddle share only the necessary information related to checkout, fulfillment, subscription management, customer support, refunds, chargebacks, fraud prevention, accounting, tax compliance, and legal requirements. Pigmentrix does not collect data input directly into Paddle Checkout unless Paddle provides it later for a permitted purpose.

8. Sharing and Service Providers

Pigmentrix does not sell personal data. Data may be disclosed only where necessary to:

- payment, hosting, cloud-infrastructure, authentication, analytics, communications, and customer-support providers acting under appropriate contractual safeguards;
- professional advisers, auditors, insurers, affiliates, or a successor operator where reasonably necessary and legally permitted;
- public authorities, courts, or other persons where disclosure is required by law or necessary to protect legal rights, security, or users.

9. International Transfers

Personal data might be processed outside the European Economic Area if international service providers or infrastructure are involved. When necessary, Pigmentrix will depend on an adequacy decision, approved contractual clauses, or other lawful transfer mechanisms, adding extra safeguards when appropriate.

You can request information about the relevant transfer safeguards by using the privacy contact details.

10. Data Retention

We keep personal data only as long as needed for its original purpose, such as providing the Matrix, managing accounts, ensuring legal compliance, resolving disputes, maintaining security, and enforcing agreements.

- Account data: for the active account period and one year after closure, unless a longer period is legally required.

- Transaction and accounting records: for the statutory accounting and tax retention period.
- Support, complaint, and legal correspondence: for one year after resolution or for the applicable limitation period.
- Security and technical logs: for one year, unless extended for investigation of an incident.
- Consent records: for the period needed to demonstrate compliance and address claims.

Data can be anonymized rather than deleted if it no longer identifies an individual.

11. Data Subject Rights

Subject to applicable law's conditions and exceptions, an individual can request access, correction, erasure, restriction, data portability, or information about processing; oppose processing based on legitimate interests; and withdraw consent.

Requests may be sent to privacy@pigmentrix.com. Pigmentrix may request information reasonably necessary to verify identity. A person also has the right to lodge a complaint with the Office for Personal Data Protection of the Czech Republic (www.uoou.gov.cz) or another competent supervisory authority.

12. Security

Pigmentrix applies suitable technical and organizational safeguards designed to prevent unauthorized access, alteration, disclosure, loss, or destruction of personal data. These measures are periodically reviewed based on the data's nature, processing activities, and associated risks.

No online service can ensure complete security. Users must safeguard their login details and report any suspected account breaches immediately.

13. Children

The Matrix is intended for individuals who are at least 18 years old or have reached the legal age to enter into the relevant agreement in their jurisdiction, as specified in the Terms & Conditions. Pigmentrix does not knowingly provide individual accounts directly to minors.

14. Third-Party Services and Links

The Matrix might redirect to third-party websites, Marketplace participants, payment services, or other independent providers. Each of these entities has its own privacy notices that govern how they handle data. Pigmentrix does not take responsibility for the privacy policies of these independent third parties.

15. Changes to this Policy

This Policy may be updated to account for changes in the Matrix, processing activities, providers, or relevant law. The latest version and its effective date will be posted on the Matrix. Any significant updates will be communicated as necessary.

16. Contact

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