

Balans Website Privacy Policy

BALANS • balans.center • Revised 9 September 2026 • Version 2.0

This Policy explains which data are processed when you visit balans.center, submit an enquiry or make initial organisational contact using the details on the website, who receives the data, how long they are kept and how to exercise your rights.

The form asks for your name, telephone number and selected format. It operates through Craftum and sends the enquiry to Gmail. WhatsApp is also used if you choose that channel for initial contact or a reply. These providers may process data outside Azerbaijan.

1 Who is responsible for the data

The personal data owner and the person determining the purposes of processing is sole proprietor Natavan Əsgərova Faiq qızı, referred to as the “Owner”, “we” or “Balans”. For processing performed directly, the Owner also fulfils the duties of an operator under Azerbaijani law.

Address: Azerbaijan, Bakı şəhəri, Xətai rayonu, “Ağ Şəhər”, Mərkəzi bulvar küçəsi 22 — 22 Central Boulevard Street, White City, Khatai District, Baku. Email: balans.psycentre1@gmail.com. Data enquiries: +994 50 211 31 29. Centre telephone: +994 50 209 26 25.

This Policy is based on Azerbaijani law, principally the Laws on Personal Data and on Psychological Assistance. The Azerbaijani version is the primary text; the Russian and English versions convey the same terms. Translation differences do not limit statutory rights. [\[L1\]](#) [\[L2\]](#)

2 Scope of this Policy

This Policy covers the website pages and files, its form, initial enquiries through the email, WhatsApp and telephone details on the website, and correspondence about handling an enquiry and arranging an appointment.

The content of personal consultations, psychological assistance and separately agreed video meetings falls outside this Policy. The terms of those services and any necessary data processing are agreed separately before that processing begins. Mentioning an online format on the website does not mean that the form sends data to a video meeting service. Consent next to the form is limited to Appendix 1.

The fact that a person seeks psychological assistance is itself confidential. This also applies to an initial enquiry, even when it contains no diagnosis or account of the person’s circumstances. [\[L2\]](#)

3 Data that are processed

Form: name, telephone number and selected format. There is no field for describing personal circumstances. Do not enter diagnoses, health information, details of family or intimate life, passport details or payment information.

Initial contact: telephone number or email address, the profile name visible to us, organisational messages and appointment format and time; attachments or voice messages if you send them yourself. Please do not send sensitive material through these channels when simply arranging an appointment.

Technical information: IP address, request time, browser and device information, pages and files loaded, errors and form delivery information, to the extent generated by the services used. Such requests also occur before a form is submitted. The consent text or version, date and confirmation are recorded as required by law to provide evidence of consent.

Unnecessary sensitive information received accidentally is not used for new purposes. Access is restricted and the information is deleted if there is no lawful basis to retain it. Processing additional data for a consultation requires separate prior arrangements.

4 Purposes of processing

Data are needed to receive and consider an enquiry, answer an initial question, contact you, agree the format, price and time of an appointment or its rescheduling or cancellation, operate and protect the website, evidence consent and handle personal data requests. Certain data may also be processed to meet a specific duty expressly imposed by law.

Only the data necessary for each purpose are used. Balans does not sell data or use enquiries for marketing messages, behavioural profiling or decisions about visitors based solely on automated processing. Submitting an enquiry does not authorise its publication.

5 Legal basis and consent

Legal bases are determined by Articles 8 and 9 of the Law on Personal Data: valid consent, processing of information voluntarily provided in writing as permitted by law, or a specific legal provision. Ordinary organisational contact does not authorise processing of any and all information. The additional conditions in Article 9.7 apply to special categories of data. [\[L1\]](#)

Confirmation next to the form must be voluntary and active: one required checkbox, not selected in advance, with links to this Policy and Appendix 1. An enquiry must not be submitted without confirmation. The Owner ensures evidence of consent in accordance with the law.

Article 8.6 provides for centralised consent and withdrawal through the Electronic Government Information System, EHIS, subject to statutory exceptions. Processing within that requirement follows the procedure prescribed by law; the website checkbox does not replace mandatory consent through EHIS or another mandatory form of consent. [\[L1\]](#) [\[L3\]](#) [\[L4\]](#)

Visiting the website, remaining silent or following a link does not signify consent for any purpose. On direct contact, organisational information is used to answer the enquiry; any necessary additional consent is obtained before processing is expanded.

6 Data operations and working copies

Within the stated purposes, necessary operations include obtaining, recording, organising, storing, correcting, retrieving, using, sharing with the recipients identified, restricting, anonymising, deleting and destroying data. Processing is electronic and, where needed for appointment administration, on paper.

Working information about an enquiry may be held in email, agreed WhatsApp correspondence, a telephone, a calendar and paper notes. These organisational records contain only the necessary contact and appointment details.

7 Who receives the data

Within Balans, enquiries are handled by Natavan and an authorised assistant to the extent needed to arrange appointments. The assistant is granted access after giving a written confidentiality undertaking that continues after their work ends. The website developer is not given access to emails or enquiry content. [\[L1\]](#)

Service	Purpose and data	Infrastructure abroad
Craftum / ООО «Юникод»	Website hosting, form operation and enquiry delivery; form fields and necessary technical information.	Russian Federation; platform infrastructure.

Service	Purpose and data	Infrastructure abroad
Gmail / Google LLC	Receipt and storage of enquiries and initial organisational correspondence; message content, contacts and technical information.	United States and other countries in Google's global infrastructure.
WhatsApp / WhatsApp LLC	Initial contact if you choose this channel; number, visible profile name, messages and technical information.	United States and other countries in WhatsApp and Meta infrastructure.

Website files also load from the external domain selcdn.ru; its infrastructure receives the technical requests needed to load them. This does not itself mean that form content is sent there. Ordinary telephone calls are handled by the relevant telecommunications providers.

Entering a telephone number in the form does not automatically authorise WhatsApp contact or inclusion in a group chat. WhatsApp is used if you contact us through it yourself or agree to use it for a reply.

Providers may have authorised staff and contractors to operate, support and protect their services. Their own technical processing is governed by applicable terms and law. This Policy does not change those terms. Each service receives only data arising from its use; listing services does not mean that every service receives the entire enquiry. [\[P1\]](#) [\[P2\]](#) [\[P3\]](#)

Data are disclosed to other persons only with valid consent or in a case expressly provided for by law, and only to the necessary extent. Data may be provided to a public authority or court where an applicable legal provision expressly permits or requires it; the authority and necessary scope of the request are checked. Confidential information about seeking psychological assistance is also subject to Article 10 of the Law on Psychological Assistance, including the exhaustive exceptions in Article 10.3. [\[L1\]](#) [\[L2\]](#)

8 Transfers outside Azerbaijan

Use of the form, Gmail and WhatsApp, if you choose it, may involve transfer and processing abroad. A company's country of incorporation may differ from a particular server's location. Providers with global infrastructure determine locations within their networks under their own rules.

Transfers must comply with Article 14 of the Law on Personal Data. Where the destination country's law does not provide the level of protection established in Azerbaijan, only the exceptions in that Article may apply, including valid consent. Consent does not authorise a transfer threatening national security or remove the Owner's duty to ensure data security. [\[L1\]](#)

Form consent expressly covers necessary transfers to Craftum and Google. You may choose not to submit the form and discuss an ordinary telephone call or an in-person enquiry. Gmail and WhatsApp are also foreign services. If you wish to avoid them, tell us before providing information so that another way to arrange an appointment and keep contact details can be agreed.

9 Retention and deletion

Enquiries and organisational copies: no more than 6 months after the last organisational contact about the enquiry. This applies to working copies in email, WhatsApp, a telephone, a calendar, exports and paper notes under Balans's control. The last contact means actual communication about booking, rescheduling, cancellation or resolving the organisational matter; simply opening a record does not restart the period.

If the purpose is achieved and retention is no longer necessary earlier, the data are deleted without delay. Withdrawal ends processing based solely on consent. Further retention is permitted only on a specific lawful basis, for the corresponding purpose and

to the necessary extent. A possible future dispute does not itself justify indefinite retention.

Technical records and evidence of consent under Balans's control are kept only while needed for the stated purpose and no longer than the above limit, except for directly applicable mandatory legal periods. A provider's technical logs kept for its own lawful purposes are governed by its rules.

Deleting copies: accessible working records, unnecessary exports and trash folders are cleared; paper notes are destroyed so that they cannot be read. Provider-controlled copies are subject to the provider's deletion procedures. Deleting an email from a mailbox does not mean that all server backups are erased immediately; the services' rules set out the relevant periods and exceptions. [\[P1\]](#) [\[P2\]](#) [\[P3\]](#) [\[P4\]](#)

After a person's death: organisational contact stops after reliable notification. Data are deleted or destroyed if there is no continuing lawful basis. Archiving is permitted only as prescribed by law. An heir's or representative's authority is checked; kinship alone does not grant access to a confidential enquiry. These destruction or lawful archiving rules also apply when the retention period ends. [\[L1\]](#) [\[L2\]](#)

10 Data security and information about the system

Balans's rules require access limited by role, individual accounts, protected devices, strong passwords, two-factor protection where available and controlled deletion. Access ends when it is no longer needed for work. Agreements with engaged operators must address data processing and protection. Applicable law and Cabinet of Ministers Resolution No. 161 apply. [\[L1\]](#) [\[L5\]](#)

If an incident occurs, the Owner restricts unauthorised access, establishes which data are affected, takes remedial action and fulfils applicable legal duties towards affected persons and competent authorities. Absolute technical security is not promised.

Applicable mandatory registration, authorisation and assessment procedures must be completed before the processing for which they are required. When collecting data, the Owner must provide information on the existence of a conformity certificate and state expert assessment of the information system under Article 11.2.4. You may obtain this information using the contact details in section 16. This Policy does not replace those procedures. [\[L1\]](#) [\[L6\]](#)

11 Your rights and how to contact us

You may find out whether your data are processed, their source, content, purpose, basis, retention period, recipients and safeguards; access your data; request correction, restriction, cessation of processing, deletion or archiving as provided by law; withdraw consent and challenge a violation. Responses do not disclose other persons' data. [\[L1\]](#)

You can start a request by emailing balans.psycentre1@gmail.com, calling +994 50 211 31 29 or visiting in person. To exercise rights formally, Article 7.5 provides for a written paper application with presentation of an identity document, or an electronic request with an enhanced electronic signature. Any applicable EHIS mechanism is considered separately. We will explain the appropriate procedure and check only the information needed to identify you; a passport is not required for an ordinary enquiry.

A response is free of charge and provided within 7 working days of receiving the request. If a third party needs to be consulted, this may be extended by another 7 working days. A reasoned refusal on a lawful ground is communicated within 5 working days. Previous recipients are notified of necessary measures taken in response to the request within 3 working days. On receipt of a valid objection, collection and processing stop immediately, except where mandatory under law. Once a withdrawal of consent to disclosure becomes known to the relevant person, that person stops disclosure immediately; the response deadline does not authorise continued disclosure. [\[L1\]](#)

You may complain to Milli Kibertəhlükəsizlik Agentliyi, the National Cybersecurity Agency, through its official personal data reporting channel at cert.az/report_personalinfo, or to a court. Contacting Balans first is not a condition of seeking help from the competent authority. [L7]

12 Other persons and website materials

For an initial enquiry concerning a minor, a parent or legal representative provides their own contact details without a diagnosis or details about the child. If the minor's own data are needed, consent is arranged under Article 8.3 of the Law on Personal Data. Do not provide another adult's contacts or personal information without a valid basis. [L1]

Submitting an enquiry does not authorise publication of a visitor's name, photo, review or personalised certificate in the website gallery. Such publication requires a separate valid basis and prior information about its purpose, content, location and duration. Declining publication does not prevent ordinary booking. On withdrawal of consent, the material is removed from the website under our control unless another lawful basis applies; removal of copies independently made by third parties cannot be guaranteed.

13 Website technology and payment

Google Analytics and Yandex Metrica connections through the platform's standard settings, UTM tag storage and online payment integrations in those settings are disabled. An enquiry does not require a bank card; the website does not request a PIN, CVV, password or one-time code.

The platform may use technical cookies and server logs to load pages and files, operate the form and maintain security. Their content depends on the relevant service. This Policy does not claim that there are no cookies or technical records.

Optional tools requiring consent must be enabled only after consent and information about their purpose, data, duration and recipients have been provided. Visiting the website is not blanket consent to advertising tracking.

14 External links and contact channels

Following a link to WhatsApp, a social network or another external resource opens a service with its own rules. It may receive technical information about the visit and data you provide to it. Balans form content is not sent to an external service merely because you click an ordinary link.

An embedded external resource may generate a technical request when the page opens. A plain map image is not itself an interactive map. Initial messages received by Balans through the website's contact channels are processed within this Policy; you can ask the centre to change the reply channel.

15 Policy changes

A new version is published with its date and version number. A material expansion of purposes, data, recipients or international transfers does not apply to previously collected data merely because the text changes. Where necessary, new information and fresh consent are obtained first. Previous versions are retained to the extent needed to evidence the terms of earlier consent.

16 Contact details

For privacy, access, correction, deletion and consent withdrawal: balans.psycentre1@gmail.com; +994 50 211 31 29. For booking and organisational questions: +994 50 209 26 25. For an in-person enquiry, use the centre address in section 1. Responsible person: sole proprietor Natavan Əsgərova Faiq qızı.

Appendix 1 Consent to enquiry processing and international transfers

This consent covers the first enquiry through the balans.center form and organisational contact about it. It does not cover the content of personal consultations or separately agreed video meetings.

1 Who gives and receives consent

I, the person entering my name and telephone number in the form, give consent to sole proprietor Natavan Əsgərova Faiq qızı. If the enquiry concerns a minor, I act as their parent or legal representative and provide my own contact details. The consent recipient's address and contacts are in sections 1 and 16 of this Policy.

2 Data covered

My name, telephone number and selected format; the confirmed consent text or version, date and confirmation; submission date and result, and necessary technical information, including IP address and logs if generated by the relevant service. The scope is limited to delivery, consideration and security of the enquiry and evidence of consent.

3 Purposes and permitted operations

The purposes are to consider my enquiry, contact me, agree the format, price, date and time, resolve an organisational question, ensure delivery and security, and evidence consent. Necessary collection, recording, organisation, storage, correction, retrieval, use, sharing with the named recipients, restriction, anonymisation, deletion and destruction are permitted.

4 Access and services

Within the centre, Natavan and an authorised assistant consider the enquiry to arrange an appointment. Technical recipients of form data are Craftum / ООО «Юникод» and Gmail / Google. Provider infrastructure and access are described in section 7. WhatsApp contact is agreed separately or follows from my own initial contact through that channel; I am not automatically added to a group chat.

5 Transfers abroad

I expressly consent to necessary transfers of the listed data to Craftum and Google outside Azerbaijan for form operation, email delivery and storage, security and handling my enquiry. I am informed of infrastructure in the Russian Federation, the United States and other countries in Google's global network, and possible differences in legal protection. Article 14 restrictions apply. This consent does not authorise advertising, sale of data or arbitrary transfers to other services.

6 Duration and end of retention

Consent lasts until the purpose is achieved or consent is withdrawn, but no longer than 6 months after the last organisational contact about the enquiry. When the basis ends, working data are deleted or destroyed subject to specific lawful exceptions. Section 9 sets out deletion of copies, lawful archiving and the procedure after reliable notification of my death.

7 Refusal and withdrawal

I may choose not to submit the form and discuss an ordinary telephone call or an in-person enquiry. I can start withdrawal by emailing balans.psycentre1@gmail.com or calling +994 50 211 31 29. Formal requirements, identity checks and deadlines are in section 11. Article 8.6 requirements concerning EHIS continue to apply; the checkbox does not replace them.

8 What this consent does not authorise

This consent does not authorise processing of the content of consultations or separately agreed video meetings, recording or transcription of them, publication of my photos, reviews or certificates, marketing messages or sale of data. A new process requires a separate valid basis and prior information.

Confirmation text next to the form

I have read the Privacy Policy and the Consent in Appendix 1 and consent to processing my enquiry data to consider my enquiry and contact me, including necessary transfers to Craftum and Google outside Azerbaijan.

Legal sources and service policies

These links provide access to the underlying law and service policies. Provider rules concern the provider's own processing and do not remove Balans's obligations.

[L1] [Azerbaijan Law on Personal Data of 11 May 2010, No. 998-IIIQ — official consolidated text, Articles 5 and 7-15.](#)

[L2] [Azerbaijan Law on Psychological Assistance of 7 December 2018, No. 1385-VQ — Article 10 on confidentiality.](#)

[L3] [Law of 28 June 2024, No. 1193-VIQD — Article 4 amending the Law on Personal Data.](#)

[L4] [Regulation on the Electronic Government Information System, EHİS, approved on 12 August 2025.](#)

[L5] [Cabinet of Ministers Resolution of 16 September 2010, No. 161 — personal data protection requirements.](#)

[L6] [Cabinet of Ministers Resolution of 17 December 2010, No. 237 — personal data systems exempt from state registration.](#)

[L7] [Milli Kibertəhlükəsizlik Agentliyi — official personal data reporting channel.](#)

[P1] [Craftum — provider privacy policy.](#)

[P2] [Google — privacy policy.](#)

[P3] [WhatsApp — privacy policy.](#)

[P4] [Google — data retention and deletion rules.](#)