

Privacy Policy – SuperWagi.com

Effective from: 2025-07-08

§1. Data Controller

The data controller is B2B Janusz Kręcicki, registered in 05-100 Nowy Dwór Mazowiecki, Harcerska 2 lok. 29, NIP: PL 5311008414, REGON: 010076426. Contact email: kontakt@superwagi.com

§2. Purpose and Scope of Data Processing

We process your data for the following purposes:

- Order processing and delivery (name, address, contact data)
- User account setup and management
- Issuing invoices and meeting legal obligations
- Customer service and support
- Newsletter (with consent)
- Analytics and marketing (Google Analytics, Meta Pixel)
- Product recommendation and personalized offers

§3. Legal Basis for Data Processing

We process data on the following grounds:

- Article 6(1)(b) GDPR – contract execution
- Article 6(1)(c) GDPR – legal obligation (e.g. tax law)
- Article 6(1)(a) GDPR – user consent (e.g. email marketing)
- Article 6(1)(f) GDPR – legitimate interest (e.g. fraud prevention)

§4. Cookies and Tracking Technologies

The website uses cookies for technical, analytical, and marketing purposes.

- You can manage cookie preferences via your browser settings
- Details are described in the Cookie Policy (Appendix)
- Continued use of the website implies acceptance of cookies

§5. Data Recipients

Your personal data may be shared with:

- Courier services (for delivery)
- Payment gateway providers
- IT and hosting service providers
- Legal or regulatory authorities

We do not transfer data outside the EEA without proper safeguards (e.g. SCCs or adequacy decisions).

§6. Your Rights

You have the right to:

- Access your personal data
- Rectify inaccurate data
- Request data deletion ("right to be forgotten")
- Restrict or object to processing
- Request data portability
- File a complaint with your local data protection authority

§7. Automated Decision-Making and Profiling

We may apply profiling (e.g. for product recommendations). We do not use fully automated decisions that produce legal effects.

§8. Data Retention

We keep your data:

- Until you withdraw your consent (e.g. for newsletters)
- As long as necessary to fulfill orders or meet legal requirements
- For up to 6 years – for accounting and tax compliance
- While your customer account remains active

§9. Changes to This Policy

We reserve the right to amend this Privacy Policy. Changes will be published on the website and apply from the date of publication.