
Privacy Policy

roelu s. r. o. · Effective Date: March 4, 2026 · Last Updated: March 4, 2026

This Privacy Policy explains how roelu s. r. o. ("Roelu," "we," "us," or "our") collects, uses, stores, shares, and protects your personal data when you visit our website at roelu.com (the "Website") or engage with our services. We are committed to protecting your privacy and handling your data in an open and transparent manner.

We comply with the General Data Protection Regulation (EU) 2016/679 ("GDPR"), the ePrivacy Directive 2002/58/EC, the California Consumer Privacy Act ("CCPA") as amended by the CPRA, and other applicable privacy laws worldwide.

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1. Data Controller & Contact Information

The data controller responsible for your personal data is:

Company Name	roelu s. r. o.
Registered Address	Staré Grunty 3546/7A, Bratislava - mestská časť Karlova Ves 841 04, Slovak Republic
Privacy Contact Email	roeluweb@gmail.com
Website	roelu.com

If you have any questions, concerns, or requests regarding your personal data or this Privacy Policy, please contact us at the email address above.

2. Data We Collect

We collect personal data in several ways depending on how you interact with our Website and services. We only collect data that is necessary for the purposes described in this policy.

2.1 Data You Provide Directly

- **Consultation Booking Data:** When you book a free consultation call through our Cal.com integration, we collect your name, email address, and any information you provide in the booking form (such as your company name, website URL, or project description).
- **Contact & Communication Data:** When you contact us via email or other communication channels, we collect your name, email address, and the content of your communications.
- **Client Project Data:** If you engage our services, we collect business contact information, billing details, and project-related information necessary to deliver our services.
- **Newsletter & Marketing Data:** If you subscribe to our newsletter or download resources from our Website, we collect your email address and, optionally, your name. You may unsubscribe at any time.
- **Contact Form Submissions:** If you submit a contact form or respond to a call-to-action on our Website, we collect the information you provide, which may include your name, email address, company name, and message content.

2.2 Data Collected Automatically

- **Analytics Data:** We use PostHog (EU-hosted) to collect anonymized and pseudonymized usage data, including pages visited, session duration, referral sources, browser type, device type, screen resolution, and general geographic location (country/city level, derived from IP

address).

- **Log Data:** Our hosting provider (Webflow) may automatically collect server log data, including your IP address, browser type, referring/exit pages, and timestamps.
- **Cookie Data:** We use cookies and similar technologies as described in our separate Cookie Policy.

2.3 Data We Do Not Collect

We do not knowingly collect sensitive personal data (also known as "special categories of data") such as racial or ethnic origin, political opinions, religious beliefs, health data, sexual orientation, genetic or biometric data, or trade union membership. We do not collect financial data such as credit card numbers through our Website.

3. How We Use Your Data

We process your personal data only for specific, legitimate purposes:

Purpose	Data Used	Legal Basis
Scheduling consultation calls	Name, email, booking details	Legitimate interest / Contract performance
Responding to inquiries	Name, email, message content	Legitimate interest
Delivering contracted services	Business & project information	Contract performance
Sending newsletters & marketing emails	Email, name	Consent
Improving our Website	Analytics & usage data	Legitimate interest
Ensuring Website security	Log data, IP address	Legitimate interest
Complying with legal obligations	As required by law	Legal obligation

We will never sell your personal data to third parties. We do not use your data for automated decision-making or profiling that produces legal or similarly significant effects.

4. Legal Basis for Processing (GDPR)

Under the GDPR, we rely on the following legal bases for processing your personal data:

- **Consent (Art. 6(1)(a) GDPR):** Where you have given clear, affirmative consent for us to process your personal data for a specific purpose, such as subscribing to our newsletter or opting in to marketing communications. You may withdraw consent at any time without affecting the lawfulness of processing carried out before withdrawal.

- Contract Performance (Art. 6(1)(b) GDPR): Where processing is necessary to perform a contract with you or to take pre-contractual steps at your request, such as scheduling a consultation call or delivering our design and development services.
- Legitimate Interest (Art. 6(1)(f) GDPR): Where processing is necessary for our legitimate interests, provided those interests are not overridden by your rights and freedoms. Our legitimate interests include improving our Website, understanding how visitors use our services, ensuring Website security, and responding to inquiries. We conduct balancing tests to ensure our interests do not override your rights.
- Legal Obligation (Art. 6(1)(c) GDPR): Where processing is necessary to comply with a legal obligation to which we are subject, such as tax or accounting requirements under Slovak and EU law.

5. Cookies & Tracking Technologies

Our Website uses cookies and similar tracking technologies. For a detailed explanation of the cookies we use, their purposes, durations, and how to manage them, please refer to our separate [Cookie Policy](#), available on our Website.

In summary, we use strictly necessary cookies for Website functionality, analytics cookies via PostHog to understand how visitors interact with our Website, and third-party cookies set by our service providers (Webflow, Cal.com). You can control cookie preferences through your browser settings.

6. Third-Party Service Providers

We share personal data with the following categories of third-party service providers, strictly for the purposes described in this policy. Each provider is contractually bound to protect your data:

Service Provider	Purpose	Data Shared	Data Location
Webflow, Inc.	Website hosting & delivery	Log data, IP address, cookies	United States
PostHog Ltd.	Website analytics	Pseudonymized usage data, device info	European Union
Cal.com, Inc.	Consultation scheduling	Name, email, booking details	United States

We may also share data with additional service providers if we introduce new features such as email marketing platforms (for newsletters), CRM tools, or payment processors. This policy will be updated accordingly, and where required, we will obtain your consent before sharing your data with any new provider.

We may also disclose your personal data if required by law, court order, or governmental authority, or if we believe disclosure is necessary to protect our rights, your safety, or the safety of others.

7. International Data Transfers

Roelu is based in the Slovak Republic (European Union). Some of our third-party service providers may process your personal data outside the European Economic Area (EEA), specifically in the United States.

Where personal data is transferred outside the EEA, we ensure appropriate safeguards are in place:

- **EU-US Data Privacy Framework:** Where the receiving entity is certified under the EU-US Data Privacy Framework, the transfer is covered by an adequacy decision of the European Commission.
- **Standard Contractual Clauses (SCCs):** Where no adequacy decision exists, we rely on the European Commission's Standard Contractual Clauses (SCCs) to provide appropriate safeguards for the transfer of personal data.
- **Supplementary Measures:** Where necessary, we implement additional technical and organizational measures (such as encryption in transit and at rest) to supplement the SCCs and ensure an essentially equivalent level of protection.

PostHog Analytics: Our PostHog instance uses EU data residency, meaning your analytics data is stored and processed within the European Union and does not leave the EEA.

You may request a copy of the safeguards in place for international transfers by contacting us at roeluweb@gmail.com.

8. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes for which it was collected, or as required by law. Specific retention periods are as follows:

Data Category	Retention Period	Reason
Consultation booking data	Up to 12 months after last interaction (or project completion)	Business relationship management
Client project data	5 years after project completion	Legal & contractual obligations (Slovak law)
Communication records	Up to 24 months after last communication	Legitimate interest in business continuity
Newsletter subscriptions	Until you unsubscribe (+ 30 days for processing)	Consent-based
Analytics data (PostHog)	Automatically anonymized after 12 months	Legitimate interest in Website improvement
Server logs (Webflow)	Up to 30 days	Security & operational necessity
Invoices & billing data	10 years	Slovak tax & accounting law

When personal data is no longer needed, we securely delete or anonymize it. If deletion is not immediately possible (for example, because your data is stored in backup archives), we will securely store the data and isolate it from further processing until deletion is possible.

9. Your Rights Under GDPR

If you are located in the European Economic Area (EEA), the United Kingdom, or Switzerland, you have the following rights under the GDPR and applicable local law. You may exercise any of these rights by contacting us at roeluw@roeluweb@gmail.com.

- **Right of Access (Art. 15):** You have the right to request a copy of the personal data we hold about you, along with information about how we process it. We will respond within 30 days of your request.
- **Right to Rectification (Art. 16):** You have the right to request correction of inaccurate or incomplete personal data we hold about you.
- **Right to Erasure (Art. 17):** You have the right to request deletion of your personal data where there is no compelling reason for us to continue processing it. This right is not absolute and may be limited by legal obligations.
- **Right to Restriction of Processing (Art. 18):** You have the right to request that we restrict the processing of your personal data in certain circumstances, such as when you contest its accuracy.
- **Right to Data Portability (Art. 20):** You have the right to receive your personal data in a structured, commonly used, and machine-readable format, and to transmit it to another controller.
- **Right to Object (Art. 21):** You have the right to object to processing based on legitimate interests or direct marketing at any time. Where you object to direct marketing, we will stop processing immediately.
- **Right to Withdraw Consent (Art. 7(3)):** Where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of processing before withdrawal.
- **Right to Lodge a Complaint:** You have the right to lodge a complaint with a supervisory authority. For Slovakia, this is the Úrad na ochranu osobných údajov Slovenskej republiky (Office for Personal Data Protection of the Slovak Republic), Hraničná 12, 820 07 Bratislava.

We will respond to all legitimate requests within 30 days. In exceptional cases, we may extend this period by an additional 60 days, in which case we will inform you of the extension and the reasons for it. We will not charge a fee for fulfilling your request unless the request is manifestly unfounded or excessive.

10. Your Rights Under CCPA / CPRA

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) as amended by the California Privacy Rights Act (CPRA):

- **Right to Know:** You have the right to request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources from which the information was collected, the business purpose for collecting the information, and the categories of third parties with whom we share it.

- **Right to Delete:** You have the right to request that we delete personal information we have collected from you, subject to certain exceptions.
- **Right to Correct:** You have the right to request that we correct inaccurate personal information we maintain about you.
- **Right to Opt-Out of Sale/Sharing:** We do not sell your personal information, and we do not share your personal information for cross-context behavioral advertising purposes. Therefore, there is no need to opt out.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA rights.

To exercise your CCPA rights, please contact us at roeluwweb@gmail.com. We will verify your identity before fulfilling your request and respond within 45 days.

10.1 Categories of Personal Information Collected

Under the CCPA, we collect the following categories of personal information: identifiers (name, email address, IP address), internet or other electronic network activity information (browsing history on our Website, interactions with our Website), and professional or employment-related information (company name, role).

11. Children's Privacy

Our Website and services are not directed at individuals under the age of 16. We do not knowingly collect personal data from children under 16. If we become aware that we have collected personal data from a child under 16 without verifiable parental consent, we will take steps to delete that information as quickly as possible.

If you believe that we have collected personal data from a child under 16, please contact us immediately at roeluwweb@gmail.com.

12. Data Security

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it against unauthorized access, alteration, disclosure, or destruction. These measures include:

- **Encryption in Transit:** All data transmitted between your browser and our Website is encrypted using TLS/SSL (HTTPS) encryption.
- **Encryption at Rest:** Personal data stored by our service providers is encrypted at rest using industry-standard encryption methods.
- **Access Controls:** Access to personal data is restricted to authorized personnel who need it to perform their duties, using strong authentication and the principle of least privilege.
- **Regular Security Reviews:** We periodically review our security practices and update them to address new threats and vulnerabilities.

- **Vendor Security:** We select service providers that demonstrate a commitment to data security and require them to maintain appropriate security measures.

While we strive to protect your personal data, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security, but we are committed to promptly addressing any security incidents. In the event of a personal data breach that poses a high risk to your rights and freedoms, we will notify you and the relevant supervisory authority in accordance with GDPR requirements (within 72 hours).

13. Third-Party Links

Our Website may contain links to third-party websites, services, or applications that are not operated by us. This includes links to social media profiles and partner websites. If you click on a third-party link, you will be directed to that third party's website.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party websites or services. We encourage you to review the privacy policy of every website you visit. The inclusion of a link on our Website does not imply endorsement of the linked site.

14. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or for other operational reasons. When we make material changes, we will:

- Update the "Last Updated" date at the top of this policy.
- Post the updated policy on our Website.
- Where changes are significant and we have your email address, notify you by email.
- Where required by law, obtain your consent to the changes.

We encourage you to review this Privacy Policy periodically. Your continued use of our Website after any changes constitutes your acceptance of the updated policy.

15. How to Contact Us

If you have any questions about this Privacy Policy, your personal data, or wish to exercise any of your rights, please contact us:

Email	roeluweb@gmail.com
Company	roelu s. r. o.

Address

Staré Grunty 3546/7A, Bratislava - mestská
časť Karlova Ves 841 04, Slovak Republic

Supervisory Authority

Úrad na ochranu osobných údajov SR
Hraničná 12, 820 07 Bratislava
<https://dataprotection.gov.sk>