

# **Privacy Policy**

**Effective Date: 11 June 2026**

This Privacy Policy explains how Digital Rockers Studio Sp. z o.o. ("Digital Rockers", "we", "our", or "us") collects, uses, stores, and protects personal data when you visit our website, contact us, subscribe to our communications, or use our services.

We process personal data in accordance with applicable data protection laws, including Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR").

## **1. Data Controller**

The controller of your personal data is:

**Digital Rockers Studio Spółka z ograniczoną odpowiedzialnością**

KRS: 0001060946

NIP: 7831888753

REGON: 526562251

Registered Office:

ul. Święty Marcin 29/8

61-806 Poznań

Poland

Email: [contact@digital-rockers.com](mailto:contact@digital-rockers.com)

## **2. What Personal Data We Collect**

Depending on how you interact with our website and services, we may collect and process:

- Name and surname
- Email address
- Phone number
- Company name
- Job title
- Information provided in contact forms, meeting requests, or correspondence
- Technical information such as IP address, browser type, operating system, device information, and website usage statistics
- Cookie identifiers and analytics data

Providing personal data is voluntary, but it may be necessary to access certain website functionalities or receive requested services.

### **3. Why We Process Your Data**

#### **Website Functionality and Security**

When you visit our website, certain technical data may be processed to ensure proper operation, security, and performance.

**Purpose:** Website functionality, security monitoring, fraud prevention, troubleshooting.

**Legal Basis:** Article 6(1)(f) GDPR – legitimate interest.

#### **Contact Forms and Business Communication**

If you contact us through a contact form, email, Calendly booking, or other communication channels, we process the information you provide.

**Purpose:** Responding to inquiries, scheduling meetings, discussing potential cooperation, and providing requested information.

**Legal Basis:**

- Article 6(1)(b) GDPR – taking steps prior to entering into a contract.
- Article 6(1)(f) GDPR – legitimate interest in handling business communications.

#### **Newsletter and Marketing Communications**

If you subscribe to our newsletter or explicitly consent to receive marketing communications, we process your contact details.

**Purpose:** Sending updates, insights, event invitations, company news, and marketing communications.

**Legal Basis:** Article 6(1)(a) GDPR – consent.

You may withdraw your consent at any time by contacting us or using the unsubscribe option included in communications.

#### **Analytics and Website Improvement**

We may use analytics tools to understand how visitors interact with our website and improve its performance and usability.

**Purpose:** Website analytics, traffic measurement, and service improvement.

**Legal Basis:** Article 6(1)(a) GDPR – consent, where required by applicable law.

## **Legal Obligations and Claims**

We may process personal data when necessary to comply with legal obligations or establish, exercise, or defend legal claims.

### **Legal Basis:**

- Article 6(1)(c) GDPR – legal obligation.
- Article 6(1)(f) GDPR – legitimate interest.

## **4. Cookies and Similar Technologies**

Our website uses cookies and similar technologies to ensure proper operation, improve user experience, and analyze website traffic.

We may use:

- Essential cookies – necessary for website functionality;
- Functional cookies – remembering preferences and settings;
- Analytical cookies – measuring website traffic and user interactions;
- Marketing cookies – where applicable, for measuring campaign effectiveness and improving communication.

Non-essential cookies are activated only after obtaining your consent where required by law.

You can manage cookie preferences in your browser settings or via the cookie consent banner on our website.

Please note that disabling certain cookies may affect website functionality.

## **5. Data Recipients**

We may share personal data with trusted third-party providers supporting our business operations, including providers of:

- Website hosting and infrastructure;
- Website analytics;
- Email and communication services;
- Meeting scheduling tools;
- CRM and business management systems;
- Accounting, legal, and administrative services.

Examples may include providers such as Webflow, Google Workspace, Google Analytics, Calendly, and other business tools used by Digital Rockers Studio.

All third-party providers process personal data only to the extent necessary and under appropriate contractual safeguards.

## **6. International Data Transfers**

Some service providers may process personal data outside the European Economic Area (EEA).

Where such transfers occur, we ensure appropriate safeguards are implemented, including:

- Standard Contractual Clauses approved by the European Commission;
- Transfers to countries covered by an adequacy decision;
- EU-U.S. Data Privacy Framework certification, where applicable.

## **7. Data Retention**

We retain personal data only for as long as necessary for the purposes described in this Privacy Policy.

Typical retention periods include:

- Contact inquiries – for the duration necessary to handle the inquiry and related communication;
- Newsletter subscriptions – until consent is withdrawn;
- Contract-related data – for the duration of the contract and applicable limitation periods;
- Data processed under legal obligations – for periods required by law;
- Data processed based on legitimate interest – until the purpose ceases or a valid objection is raised.

Following expiration of retention periods, personal data is deleted or anonymized.

## **8. Your Rights**

Under GDPR, you have the right to:

- Access your personal data;
- Rectify inaccurate or incomplete data;
- Request deletion of personal data;
- Restrict processing;
- Receive your data in a portable format;
- Object to processing based on legitimate interests;

- Withdraw consent at any time where processing is based on consent;
- Lodge a complaint with the President of the Personal Data Protection Office (UODO) in Poland.

Where processing is based on legitimate interests, you may object at any time based on your particular situation.

## **9. Data Security**

We implement appropriate technical and organizational measures designed to protect personal data against unauthorized access, disclosure, alteration, loss, or destruction.

Access to personal data is limited to authorized persons and trusted service providers who require access for legitimate business purposes.

## **10. Contact Regarding Personal Data**

If you have any questions regarding this Privacy Policy or the processing of your personal data, please contact us:

Digital Rockers Studio Sp. z o.o.  
ul. Święty Marcin 29/8  
61-806 Poznań  
Poland

Email: [contact@digital-rockers.com](mailto:contact@digital-rockers.com)

## **11. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect legal, technical, or operational changes.

The latest version will always be available on this website together with the updated Effective Date.