

Privacy Policy

Effective date: 1 July 2026

Last updated: 1 July 2026

This Privacy Policy explains how we process personal data when you visit our website at <https://we.builders>, submit our contact form, or ask to receive our insights. Please read it together with the Cookie Policy in Part B below.

1. Who we are

The controller of your personal data is:

we.builders s.r.o., Company ID (IČO): 07232284, VAT ID: CZ07232284, registered seat: Rybná 716/24, Staré Město, 110 00 Prague 1, Czech Republic, registered in the Commercial Register maintained by the Municipal Court in Prague, file no. C 297252.

For any privacy question or to exercise your rights, contact us at **lukas@we.builders**. We have not appointed a Data Protection Officer; please use the contact above.

2. Scope

This policy covers personal data processed through this website only. It does not cover third party websites we may link to.

3. What data we process and why

3.1 Contact form

When you use the contact form, we process the details you provide: full name, work email, and company (required), and optionally your role, the topic of your request, and your message.

Purpose: to read your request, reply to you, and arrange a consultation.

Legal basis: Article 6(1)(b) GDPR (steps taken at your request before entering into a contract) and Article 6(1)(f) GDPR (our legitimate interest in responding to business inquiries). Providing the required fields is necessary for us to handle your request.

3.2 Marketing insights (optional)

If you tick the separate, unticked box "Send me occasional retail insights", we use your email address to send you occasional insights about retail and our work. This is independent of the contact form; you can submit the form without opting in.

Legal basis: Article 6(1)(a) GDPR (consent). You can withdraw consent at any time using the unsubscribe link in any email or by writing to lukas@we.builders. Withdrawal does not affect processing carried out before you withdrew.

3.3 Analytics and usage data

If you consent through our cookie banner, we use Google Analytics 4 and Microsoft Clarity to understand how visitors use the site. This may include pages viewed, approximate location derived from a truncated IP address, device and browser information, and, for Microsoft Clarity, aggregated interaction data such as clicks, scrolling, and masked session replay. Microsoft Clarity masks text content by default.

Legal basis: Article 6(1)(a) GDPR (consent). You can withdraw consent at any time in the cookie settings.

3.4 Marketing and social tools

If you consent through our cookie banner, we use the Meta Pixel and the LinkedIn Insight Tag to measure our campaigns and reach relevant audiences.

Legal basis: Article 6(1)(a) GDPR (consent).

3.5 Server and security data

Our hosting provider processes standard technical data, such as IP address and request logs, to deliver the site securely.

Legal basis: Article 6(1)(f) GDPR (our legitimate interest in a secure, functioning website).

4. Cookies

We use cookies and similar technologies as described in the Cookie Policy in Part B. Non-essential cookies are set only after you consent.

5. Who we share data with

We do not sell your personal data. We share it only with service providers who process it on our behalf under a data processing agreement:

- **Webflow, Inc.:** website hosting and contact form delivery.
- **Google Ireland Limited and Google LLC:** Google Analytics 4, Google Fonts, Google Maps.
- **Microsoft Corporation:** Microsoft Clarity.
- **Meta Platforms Ireland Limited:** Meta Pixel.
- **LinkedIn Ireland Unlimited Company:** LinkedIn Insight Tag.
- **Our email provider:** the inbox that receives your contact form submission.

We may also disclose data where required by law or to establish, exercise, or defend legal claims.

6. International transfers

Some providers are based in or process data in the United States. Where data leaves the European Economic Area, we rely on appropriate safeguards: certification under the EU-US Data Privacy Framework where the provider is certified (for example Google, Microsoft, and Meta), and, or in addition, the European Commission's Standard Contractual Clauses with supplementary measures. You can ask us for a copy of the relevant safeguard.

7. How long we keep data

- Contact form and inquiry data: for as long as needed to handle your request and keep our related business record, up to 24 months after our last interaction, unless a contract or a legal obligation requires longer.
- Marketing consent and mailing data: until you withdraw consent, after which we remove you from the list promptly.
- Google Analytics 4: up to 14 months.
- Microsoft Clarity: up to 13 months. Most session recordings are kept for about 30 days.
- Cookies: for the duration shown in the cookie table in Part B.

8. Your rights

Under the GDPR you have the right to access your data, to rectification, to erasure, to restriction of processing, to data portability, to object to processing based on our legitimate interest, and to withdraw consent at any time. We do not carry out automated decision-making or profiling that produces legal or similarly significant effects.

To exercise any right, write to **lukas@we.builders**. We respond within one month.

If you believe we process your data unlawfully, you can lodge a complaint with the Czech supervisory authority:

Úřad pro ochranu osobních údajů (Office for Personal Data Protection), Pplk. Sochora 727/27, 170 00 Prague 7, Czech Republic. Web: www.uoou.gov.cz. Email: posta@uoou.gov.cz. Phone: +420 234 665 111.

9. Security

We apply appropriate technical and organizational measures to protect personal data against loss, misuse, and unauthorized access.

10. Children

The website is aimed at business users. We do not knowingly collect personal data from children under 16.

11. Changes to this policy

We may update this policy. The current version and its date are shown at the top. Material changes will be reflected here.

Part B: Cookie Policy

Last updated: 1 July 2026

Cookies are small files stored on your device. We use them, and similar technologies, to run the site, to understand how it is used, and, with your consent, for marketing.

Your choice

On your first visit, a cookie banner lets you accept or reject non-essential cookies. Strictly necessary cookies are always active because the site cannot work without them. Analytics and marketing cookies are set only after you consent. You can change or withdraw your choice at any time through the cookie settings link on the site.

Categories we use

- **Strictly necessary:** site delivery, basic security, and storing your cookie choice.
- **Analytics and statistics:** Google Analytics 4 and Microsoft Clarity.
- **Marketing:** Meta Pixel and the LinkedIn Insight Tag. Embedded Google Maps and Google Fonts loaded from Google also involve sending your IP address to Google.

Cookie table

The list below is representative. Exact names and durations can change; our consent management platform generates and keeps the definitive, current list.

Cookie or tool	Provider	Purpose	Category	Typical duration
Consent preferences	Our consent tool	Stores your cookie choices	Strictly necessary	Up to 12 months
Site delivery and security	Webflow, Cloudflare	Serve the site, basic security	Strictly necessary	Session to 30 minutes
_ga	Google	Distinguish users	Analytics	2 years
ga*	Google	Keep GA4 session state	Analytics	2 years
_gid	Google	Distinguish users	Analytics	24 hours
_clck	Microsoft Clarity	Keep a Clarity user identifier	Analytics	1 year
_clsk	Microsoft Clarity	Connect page views into one session	Analytics	1 day
CLID	Microsoft Clarity	Identify the browser to Clarity	Analytics	1 year
_fbp	Meta	Measure and target ads	Marketing	3 months
bcookie	LinkedIn	Browser identifier for LinkedIn services	Marketing	Up to 1 year
li_gc	LinkedIn	Store consent for non-essential cookies	Marketing	Up to 6 months
lidc	LinkedIn	Data center routing	Marketing	1 day
UserMatchHistory	LinkedIn	Advert sync	Marketing	30 days
NID and similar	Google (Maps)	Map functionality and preferences	Marketing and functional	Up to 6 months
Google Fonts	Google	Loads fonts. No cookie is set, but your IP address is sent to Google	Marketing and functional	Not stored as a cookie

Managing cookies

You can accept or reject categories in our cookie banner and change your choice later through the cookie settings link. You can also block or delete cookies in your browser settings, though some parts of the site may then not work as intended.