

Privacy Policy (GDPR)

Last updated: 10 March 2026

1) Who is the data controller

The controller of personal data is LIDEA Michał Węgrzyn, ul. Krynicka 4/39, 80-393 Gdańsk, Poland (PL), Tax ID (NIP): 5833118739 ("LMW", the "Controller").

Privacy contact: ido@lidea.studio

The Controller has not appointed a Data Protection Officer (DPO).

2) What data we process

Depending on how you contact us, we process in particular:

- **phone number** (from the website form),
- **data provided in contact forms within Google Ads and LinkedIn ads** (e.g. first and last name, email address, phone number, company name, job title, or other data selected in the form),
- **data provided in correspondence** (for example: e-mail address, first and last name, position, company name, message content),
- **data from B2B contacts** obtained from business cards, LinkedIn, directories, databases, referrals (usually business contact details),
- notes and summaries of arrangements (without storing call recordings),
- **technical data** in server logs (for example: IP address, date and time, browser/device data, HTTP requests), if collected by the hosting as standard.

The website is intended for **businesses (B2B)**. The Controller has no technical means to verify whether the number entered in the form is business or private.

The website does not use cookies for analytics or marketing purposes;

only technical mechanisms necessary for the proper functioning of the service may be used (if resulting from the hosting configuration).

3) Where the data comes from

Data comes:

- **directly from you** (website form, Google Ads or LinkedIn ad form, email, phone call),
- from **other B2B sources** (business cards, LinkedIn, directories, databases, referrals).

4) Purposes and legal bases for processing

We process data for the following purposes:

1. **Contact and handling your inquiry** (callback or correspondence)
 - **Legal basis:** Article 6(1)(b) GDPR (steps taken at your request prior to entering into a contract) or Article 6(1)(f) GDPR (legitimate interest: communication and handling B2B inquiries).
2. **Managing B2B business relationships and sales development** (contacting companies based on business cards/LinkedIn/directories/databases/referrals)
 - **Legal basis:** Article 6(1)(f) GDPR (legitimate interest: establishing and maintaining B2B business relationships).
3. **Performance of a contract and cooperation** (if concluded)
 - **Legal basis:** Article 6(1)(b) GDPR.
4. **Establishing, pursuing, or defending claims**
 - **Legal basis:** Article 6(1)(f) GDPR (legitimate interest: legal protection).
5. **Security and technical logs**
 - **Legal basis:** Article 6(1)(f) GDPR (legitimate interest: security and service stability).

Marketing:

The phone number or other contact details provided in the website form or in an advertising form are used solely to contact you regarding your inquiry.

Marketing consents (if any) are obtained **separately** after contact. They are not part of the form.

5) Data recipients

Data may be disclosed to:

- authorized persons on the Controller's side (team),
- **processors** under processing agreements (for example: consultants, implementers, sales staff, cybersecurity/ICT support),
- IT and infrastructure service providers:
 - hosting and e-mail: **MyDevil.net** [PL, Poland],
 - CRM: **Pipedrive** [EE, Estonia],
 - task management: **Asana** [USA],
 - cloud storage: **Tresorit** (end-to-end encrypted, zero-knowledge) [CH, Switzerland],
 - team communication (occasionally): **Signal** (end-to-end encryption),

- advertising platform and in-ad contact forms: Google Ads [IE – Ireland / depending on the service, also outside the EEA],
- advertising platform and in-ad contact forms: LinkedIn [IE – Ireland / depending on the service, also outside the EEA],
- public authorities, only where required by law.

LPE (Licensed Performing Entity):

- until an implementation agreement is signed with the client, LPE may act as a **processor** on behalf of the Controller,
- after LPE enters into an agreement with the client, LPE may become a **separate controller** of data processed in connection with performing that agreement (in that case, you will receive LPE's information on data processing).

Data minimization in electronic communications:

In electronic communications (e-mail, messengers, collaboration tools) we process only the data necessary to achieve the specific purpose of the contact or cooperation. We limit the scope of information shared to the minimum required for efficient handling of the matter (data minimization principle).

In encrypted messengers, data is used solely for operational and organizational arrangements. We do not transmit special category data or information beyond the necessary business scope via this channel.

Only authorized persons have access to communication content, and access is restricted in line with the need-to-know principle.

6) Transfers outside the EEA

We use **Pipedrive, Asana, Tresorit, Signal, Google Ads, LinkedIn** and, depending on configuration and subcontractors' services, personal data may be transferred of data outside the European Economic Area (EEA) - **each of these partners safeguards transferred data in accordance with the law**. Where necessary, the Controller applies the safeguards required by law, in particular **Standard Contractual Clauses (SCC)** or other mechanisms provided for in the GDPR.

7) How long we keep data (retention)

- leads and contact data where cooperation **does not occur**: up to **2 years from the last contact**,
- client data related to a contract: for **the duration of the contract plus 5 years**, or up to 10 years after the contract ends in archive, due to tax and accounting obligations and to secure potential claims,
- data for potential claims: generally up to **6 years** (or longer if required by law or if a dispute is ongoing),
- server technical logs: **up to 30 days** (if maintained by the hosting provider).

8) Your rights

You have the right to:

- access your data,
- rectification,
- erasure,
- restriction of processing,
- data portability,
- objection (where processing is based on legitimate interest).

If processing is based on consent, you can withdraw it at any time (without affecting the lawfulness of processing before withdrawal).

You have the right to lodge a complaint with the **President of the Personal Data Protection Office (UODO) in Poland**.

9) Whether you must provide data

Providing data is voluntary, but without a phone number or other contact details provided in the website form, an advertising form, or in an email, we will not be able to respond to and handle your inquiry.

10) Profiling and automated decisions

We do not make decisions about you based solely on automated processing, and we do not carry out profiling within the meaning of the GDPR on this website (no analytics or advertising tools).

11) External links and downloadable files

The website may contain links to profiles on LinkedIn. After clicking a link, you are redirected to an external service that processes data under its own rules. PDF files made available for download are saved on your device. The download itself may be recorded in server logs.

12) Information duty where data was not obtained from you (Article 14 GDPR)

If we obtained your data from a business card, LinkedIn, a directory, a database, or a referral, we provide information about the processing **no later than in the first e-mail message after contact**, including by referring you to this Policy.

13) Data security

We apply appropriate organizational and technical measures to protect data against loss, unauthorized access, and misuse. In particular, we use encrypted connections (HTTPS) and restrict access to data exclusively to authorized persons.

Access to systems processing data is secured with multi-factor authentication (MFA). Access is strictly controlled. Devices used for data processing are covered by data-at-rest encryption and up-to-date system security measures.

14) Policy changes

This Policy may be updated in the event of changes to processes or tools.

The current version is published on the website: lidea.studio

Data protection and privacy contact: ido@lidea.studio