

Privacy Policy

Effective date: April 21, 2025

This Privacy Policy explains how VUCA SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ (hereinafter “VUCA”, “we”, “us”, or “our”) collects, uses, and protects your personal data when you visit our website <https://vuca-digital.com>.

1. Data Controller

Company name: VUCA SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ

Address: ul. Aleksandra Hercena 3-5, 50-453 Wrocław, Poland

NIP: 8992960120, REGON: 525272568, KRS: 0001035195

Email: contact@vucadigital.by

2. What Personal Data We Collect

We collect and process the following data:

- Name and email address (submitted via contact form)
- IP address, browser type, device data (collected through cookies and analytics tools)

3. Purposes and Legal Basis of Processing

We process your personal data for the following purposes:

- To respond to your inquiries (Art. 6(1)(f) GDPR – legitimate interest)
- To analyze site traffic and usage (Art. 6(1)(a) GDPR – consent via cookies)
- To improve our services and website performance

We do not use your data for automated decision-making or profiling.

4. Data Retention

We retain personal data for as long as necessary to fulfill the purposes for which it was collected or until you withdraw your consent, whichever comes first.

5. Sharing and Transfers

We may share anonymized or aggregated data with analytics providers such as Google (Google Analytics, Google Ads) whose servers may be located outside the EEA. Such

transfers are made under appropriate safeguards (e.g., Standard Contractual Clauses).

6. Your Rights under GDPR

You have the right to:

- Access your personal data
- Rectify inaccurate data
- Erase your data (“right to be forgotten”)
- Restrict or object to processing
- Withdraw your consent at any time
- Lodge a complaint with a supervisory authority (e.g., UODO in Poland)

To exercise your rights, contact us at contact@vucadigital.by.

7. Cookies and Tracking Technologies

We use cookies to analyze traffic and personalize your experience. You can accept or decline non-essential cookies via our cookie banner. For more information, see our Cookie Policy.

8. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy. Any changes will be posted on this page with the updated effective date.

9. Contact

If you have questions regarding this Privacy Policy or your personal data, please contact:

Baradzin Artsiom

Email: contact@vucadigital.by