

Privacy Policy

Last updated: October 2025

1. Data Controller

This website is operated by Umakers, owned by Marta Ordowska, based in Poland. You can contact us at hi@umakers.pl.

2. What data we collect

While using umakers.pl, we may process:

- technical data (e.g., IP address, browser type, time of visit),
- interaction data (e.g., visited pages, clicks),
- marketing data from cookies and pixels (e.g., Meta Pixel, LinkedIn Insight Tag, Reddit Pixel),
- and data you voluntarily provide (e.g., name, email, message content).

We do not collect special categories of personal data.

3. Purpose and legal basis for processing

- Proper functioning and security of the website — Art. 6(1)(f) GDPR – legitimate interest. To ensure performance and stability.
- Analytics and traffic measurement (Google Analytics) — Art. 6(1)(a) GDPR – consent. To understand how our site is used.
- Marketing and advertising (Meta, LinkedIn, Reddit) — Art. 6(1)(a) GDPR – consent. To run remarketing and ad campaigns.
- Communication via contact forms or email — Art. 6(1)(b) and (f) GDPR. To respond to inquiries and manage business communication.
- Archiving correspondence — Art. 6(1)(f) GDPR. For documentation and accountability.

4. Cookies and tracking technologies

We use cookies to enable essential website functionality, analyze traffic (via Google Analytics), and support marketing campaigns (via Meta Pixel, LinkedIn Insight Tag, Reddit Pixel).

You can change or withdraw your consent anytime via your browser settings or the “Cookie Settings” link in the footer.

See our [Cookie Policy](#).

5. Data recipients

We may share limited data with:

- trusted IT and hosting providers (e.g., OVH, Cloudflare),
- analytics and advertising partners (Google, Meta, LinkedIn, Reddit),
- and authorized public authorities when required by law.

We do not sell personal data.

6. Data transfers outside the EU/EEA

Some tools we use (e.g., Google, Meta, LinkedIn, Reddit) may transfer data to the United States. These providers rely on Standard Contractual Clauses (SCCs) approved by the European Commission to ensure adequate protection.

7. Data retention

- Analytics and marketing data: until consent is withdrawn or for up to 24 months.
- Contact form and email correspondence: up to 12 months after last contact.
- Legal or accounting data: as required by Polish law.

8. Your rights

You have the right to:

- access, rectify, delete, restrict, transfer, object to processing, and withdraw consent at any time.
To exercise your rights, contact us at hi@umakers.pl.

9. Right to lodge a complaint

If you believe your data is processed unlawfully, you may file a complaint with the President of the Polish Data Protection Office (UODO):

<https://uodo.gov.pl>

10. Policy updates

This policy may be updated when necessary to comply with legal or technical requirements.