

# Privacy and cookie policy

Hello!

You value your privacy if you came here. We completely understand, which is why we have created a document in which you will find all of the rules for the processing of personal data as well as the use of cookies and other tracking technologies in connection with the operation of [meatpoint.io](https://meatpoint.io) in one place.

At the outset, the store administrator is Piotr Knapik, who operates under the name 'Piotr Knapik Impassable' at Augustiaska 19/18 street, 31-064 Krakow, TAX/NIP number: 6792713249.

This privacy policy is organized as a series of questions and answers. The care for transparency and legibility of the information presented to you dictated the use of this form. Below is a table of contents for this policy that corresponds to the questions that we answer in return.

## # 1: Who is the your personal data controller?

The personal data controller is Piotr Knapik operating under the name 'Piotr Knapik Impassable', Augustiańska 19/18 street, 31-064 Krakow, TAX/NIP number: 6792713249.

## # 2: Who can you contact regarding the processing of your personal data?

We decided not to appoint a personal data protection officer as part of the implementation of data protection in our organization because it is not required in our situation. You can contact us at [support@meatpoint.io](mailto:support@meatpoint.io) if you have any questions about the protection of personal data or privacy in general.

## # 3: What information do we have about you?

Depending on the purpose, we may process the following information about you:

- first and last name
- e-mail address,
- data contained in correspondence addressed to us,
- IP address,
- details of animals under your care,
- diet calculation data (ingredients),
- activity related to interaction with newsletter emails.

We have precisely described the scope of the processed data for each processing purpose. This information can be found in the following section of this policy.

## # 4: Where do we get your personal data from?

In most cases, you pass them on to us yourself. This happens when:

- you register a user account
- you place an order in the store,
- you submit complaints or withdraw from the contract,
- you add details of the animal you look after,
- you add supplements that you use,
- you calculate diets,
- you subscribe to the newsletter,
- you add a comment or opinion about a product,
- you contact us.

In addition, some information about you may be automatically collected by the tools we use:

the mechanisms of the store and newsletter system collect your IP address, the mechanism of the newsletter system collects information on your activity about the content sent to you as part of the newsletter, such as opening messages, clicking on links, and so on.

#### # 5: Is your data secure?

We are concerned about the security of your personal data. We assessed the risks associated with specific data processing processes before implementing appropriate security and personal data protection measures. We continuously monitor the condition of our technical infrastructure, train our staff, follow procedures, and make necessary improvements. If you have any questions about your data, please contact us at [support@meatpoint.io](mailto:support@meatpoint.io).

#### # 6: Why do we process your personal data?

There are several of these objectives. A list of them is provided below, followed by a more detailed explanation. We have also assigned the proper legal bases for processing the various purposes.

- user account registration and maintenance - Art. 6 sec. 1 lit. b GDPR,
- order handling - Art. 6 sec. 1 lit. b GDPR,
- handling complaints or withdrawing from the contract - art. 6 sec. 1 lit. f GDPR,
- sending the newsletter - art. 6 sec. 1 lit. a GDPR,
- handling correspondence - art. 6 sec. 1 lit. f GDPR,
- fulfillment of tax and accounting obligations - Art. 6 sec. 1 lit. c GDPR,
- creating an archive for the possible need to defend, establish or pursue claims, as well as to identify a returning customer - art. 6 sec. 1 lit. f GDPR,
- own marketing - art. 6 sec. 1 lit. f GDPR.

### User account – details

When creating a user account, you must provide the data necessary to set up an account: e-mail address and password. Providing data is voluntary, but necessary to create an account.

As part of the order for an invoice, you can provide your further data, in particular data that may be used when placing orders, such as name and surname, address of residence or place of business, tax identification number, and telephone number.

If you create an account by integrating it with your social media account, we will gain access to certain data collected as part of your social media account (name and surname, e-mail address, profile photo) based on your prior authorization.

In addition, our system is used to handle user account records of the IP number that you used when registering your user account.

You can change the information about yourself that you provided to us when you registered for your user account at any time. However, if you created an account through integration with a social network account, the data downloaded from that social network cannot be modified.

The data provided by you in connection with the creation of an account is processed to provide you with an electronic service consisting in providing you with the possibility of using the user account. This service is provided based on a contract concluded on the terms described in the regulations, which means that in this respect the legal basis for the processing of your data is article 6 sec. 1 lit. b GDPR.

The data will be stored for the duration of the user's account. You can decide to delete your account at any time, but it will not delete information about your orders placed using the account from our database. Data about orders are stored in our archive throughout the entire period of the store's operation due to the possibility of identifying the returning customer, reconstructing his purchase history, granting discounts, etc., which is our legitimate interest referred to in the article 6 sec. 1 lit. f GDPR.

### Orders – details

When you place an order in the store, you must provide the information required to complete the order. The data catalog may differ depending on the order details. For example, if you order physical products, we will need your address to deliver the order to you. If you are requesting a VAT invoice for a business, we will need the tax identification number as well as the business address. It is optional to provide data, but it is required to place an order.

In addition, our system used to handle the ordering process saves the IP address that you used when placing the order.

Each order is saved in our database, which means that your data assigned to the order is also accompanied by information about the order, such as ordered products, selected payment method, selected delivery method, and payment date.

The data collected in connection with the order are processed to perform the contract concluded by placing an order (Article 6 sec. 1 lit. b GDPR), issuing an invoice (Article 6 sec. 1 lit. c GDPR in connection with the provisions regulating the issues issuing invoices), taking into account the invoice in the accounting documentation and fulfilling other tax and accounting obligations (Article 6 sec. 1 lit. c GDPR in connection with the provisions regulating tax and accounting obligations) and for archival purposes for possible defense, establishing or pursuing claims, as well as identifying the returning customer, which is our legitimate interest (Article 6 sec. 1 lit. f GDPR).

Order data will be processed for the time required to complete the order, and then until the contract's limitation period for claims expires. Furthermore, after this deadline, we may still process the data for archival purposes in case we need to defend, establish, or pursue claims, as well as identify the returning customer. Remember that we are required by law to keep accounting records, which may contain your data, for the required period.

### Complaints and withdrawal from the contract – details

If you submit a complaint or withdraw from the contract, you provide personal data contained in the content of the complaint or the statement of withdrawal from the contract, which includes your name and surname, address, telephone number, e-mail address, and bank account number. Providing data is voluntary, but necessary to submit a complaint or withdraw from the contract.

The data provided to us in connection with the submission of a complaint or withdrawal from the contract are used to implement the complaint procedure or the procedure for withdrawal from the contract, and then for archival purposes, which is our legitimate interest (Article 6 sec. 1 lit. f GDPR).

The data will be processed for the duration required to carry out the complaint or withdrawal procedure. Complaint documents will be kept until the warranty rights expire. The contract withdrawal statements will be kept with the accounting documentation for the period required by law.

### Newsletter – details

By subscribing to the newsletter, you provide us with your name and e-mail address. Providing data is voluntary, but necessary to subscribe to the newsletter.

Furthermore, our newsletter handling system saves your IP number that you used when subscribing to the newsletter, determines your approximate location, the e-mail client you use to handle sign up for the newsletter, and tracks your actions taken in connection with the news sent to You. As a result, we have information about which messages you have opened, which links you have clicked in which messages, and so on.

The data provided to us in connection with the subscription to the newsletter is used to send you the newsletter, and the legal basis for their processing is your consent (Article. 6 sec. 1 lit. a GDPR) expressed when subscribing to the newsletter. As far as the processing of information that does not come from you, but was collected automatically by our mailing system, we rely in this respect on our legitimate interest (Article 6 sec. 1 lit. f GDPR) consisting in analyzing the behavior of newsletter subscribers to optimize mailing activities.

You can unsubscribe from the newsletter at any time by clicking on the dedicated link in each newsletter message or by contacting us. Despite unsubscribing from the newsletter, your data will be stored in our database to identify the returning subscriber and possibly defend claims related to sending you the newsletter, specifically to prove your consent to receiving the newsletter and the time of its withdrawal, which is our legally legitimate interest referred to in the article 6 sec. 1 lit. f GDPR.

You can modify your data provided for the purpose to receive the newsletter at any time by clicking on the appropriate link visible in each message sent as part of the newsletter or by simply contacting us.

### Correspondence handling – details

By contacting us, you naturally provide us with your data contained in the correspondence, in particular your e-mail address and name and surname. Providing data is voluntary, but necessary to make contact.

In this case, your data is processed to contact you, and the basis for processing is article 6 sec. 1 lit. f GDPR, i.e. our legitimate interest. The legal basis for processing after the end of contact is also our legitimate purpose in the form of archiving correspondence to ensure the possibility of proving certain facts in the future (Article 6 sec. 1 lit. f GDPR).

The content of the correspondence may be archived, and we do not know when it will be deleted. You have the right to request a history of your correspondence with us (if it was archived), as well as its removal, unless its archiving is justified by our overriding interests, such as defense against potential claims from you.

### Tax and accounting obligations – details

If we issue you an invoice, it becomes part of your accounting documentation, which will be kept for the period required by law. In this case, your data is processed to fulfill our tax and accounting obligations (Article. 6 sec. 1 lit. c GDPR about the provisions governing tax and accounting obligations).

### Archive – details

We have indicated the dates for the storage of data as part of the above description of the individual purposes of data processing. These terms are frequently associated with our archiving of specific data to ensure the future possibility of proving certain facts, reconstructing the course of cooperation with the client, exchanging correspondence, defense, and establishing or pursuing claims. In this regard, we rely on our legitimate interests, as defined in article 6 sec. 1 lit. f GDPR.

## Own marketing – details

We use the mechanism of recovering abandoned carts as part of our store. If you begin the ordering process but do not finish it, our system will take note of this and take action to persuade you to complete the order. These activities may include, for example, sending you an e-mail with an incentive to complete your order or displaying targeted advertising while you are browsing the Internet.

We carry out the activities described above following our legitimate interest, as defined in article 6 sec. 1 lit. f GDPR, which consists of the marketing of our products. You have the right to object to such actions at any time.

### # 7: How long will we keep your data?

The data storage periods have been specified separately for each processing purpose. This information can be found in the details for each processing purpose. We would like to draw your attention to the fact that we have adopted a model for storing your order data for the duration of our online store's operation. We assume it works to your advantage because you can recreate your purchase history at any time and take advantage of discounts if we offer such discounts to our regular customers. If you do not want your order data to be stored for so long, you can object to its storage for the aforementioned purpose at any time. If you do not want your order data to be stored for so long, you can object to its storage for the aforementioned purpose at any time. However, we want you to know that we have a strong incentive to keep order data until the limitation period for claims under the sales contract we signed with you expires.

### # 8: Who are the recipients of your personal data?

We run the risk of claiming that modern businesses cannot function without third-party services. We also make use of such services. Some of these services involve the processing of your personal information. The following external service providers are involved in the processing of your personal data:

- hosting provider that stores data on the server,
- cloud computing service provider in which backups that may contain your personal data are stored,
- the provider of the mailing system in which your data is stored, if you are a newsletter subscriber,
- supplier of the invoicing system in which your data is stored for the purpose of issuing an invoice,
- an accounting office that processes your data visible on invoices,
- an entity providing maintenance services that gain access to data if the technical works carried out relate to areas in which personal data is located,
- other subcontractors who gain access to data, if the scope of their activities require such access.

All entities listed above process your data based on contracts for entrusting the processing of personal data concluded with us and guaranteeing an adequate level of personal data protection.

If necessary, your information may be shared with a legal advisor or attorney who is bound by professional secrecy. The need may arise as a result of the need to use legal assistance, which necessitates access to your data.

Your personal information may also be transferred to tax offices to fulfill tax, accounting, and accounting obligations. It specifically refers to all declarations, reports, statements, and other accounting documents containing your data.

Furthermore, if necessary, your data may be made available to entities, bodies, or institutions authorized by law to obtain data access, such as the police, security services, courts, and prosecutor's offices.

Furthermore, we use tools that collect a large amount of information about you based on your use of our store. It is specifically about the following information:

- information about the operating system and the web browser you use,
- subpages viewed,
- time spent on the website,
- transitions between individual subpages,
- clicks on individual links,
- the source from which you go to our website,
- the age range you are in,
- your gender,
- your approximate location is limited to the town.
- your interests based on your online activity.

This information, in our opinion, is not personal data in and of itself. Because this information is collected by external tools that we use, it is also processed by tool providers following their regulations and privacy policies. This information is primarily used to provide and improve services, manage them, develop new services, measure the effectiveness of advertisements, prevent fraud and abuse, and personalize the content and advertisements displayed on individual websites, sites, and applications. We attempted to describe the details in this regard in the following section of this policy, as part of the explanations for individual tools.

[# 9: Do we transfer your data to third countries or international organizations?](#)

Yes, part of the processing of your data may involve their transfer to third countries.

We transfer your data to third countries as a result of the use of tools that store personal data on servers in third countries, particularly the United States. Suppliers of these tools ensure an adequate level of personal data protection through appropriate GDPR compliance mechanisms, such as joining the Privacy Shield program or using standard contractual clauses.

Personal data is stored on servers located in third countries using the following tools:

- Google services as part of the G-Suite package, the provider of which is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland - in the scope of all data processed as part of Google services, including data contained in files synchronized with Google Drive.

Google Ireland Limited ensures an adequate level of protection of personal data through the use of compliance mechanisms provided for by the GDPR, in particular through the use of standard contractual clauses.

We also want to remind you that we use third-party tools to collect information about you anonymously for us. This has been mentioned several times in this policy, including in response to a previous question. The providers of these tools frequently store the collected information on servers located all over the world, particularly in the United States of America (USA).

[# 10: Do we use profiling? Do we make automated decisions based on your personal data?](#)

We do not make decisions for you based solely on automated processing, including profiling, which would have legal effects on you or similarly significantly affect you.

Yes, we use tools that can take specific actions based on the information gathered as part of the tracking mechanisms, but we believe that these actions have little impact on you because they do not differentiate your situation as a customer, they do not affect the terms of the contract that you can enter into with us, and so on.

We can, for example, direct personalized advertisements to you based on your previous actions on our website or suggest products that may be of interest to you by using certain tools. I'm referring to so-called behavioral advertising. We encourage you to learn more about behavioral advertising, particularly as it relates to privacy concerns. You can find more information, as well as manage your behavioral advertising settings, here: <http://www.youronlinechoices.com>.

We emphasize that as part of the tools we use, we do not have access to information that would allow your identification. The information we are talking about here is, in particular:

- information about the operating system and the web browser you use,
- subpages viewed,
- time spent on the website,
- transitions between individual subpages,
- the source from which you go to our website,
- the age range you are in,
- your gender,
- your approximate location is limited to the city,
- your interests based on your online activity.

We do not combine the above-mentioned information with your data stored in our databases. This data is anonymous and cannot be used to identify you. This information is stored on the servers of individual tool suppliers, which are frequently located all over the world.

#### # 11: What rights do you have concerning the processing of your personal data?

The GDPR grants you the following potential rights related to the processing of your data:

- the right to access your data and receive a copy of it,
- the right to rectify (correct) your data,
- the right to delete data (if in your opinion there are no grounds for us to process your data, you can request that we delete it),
- the right to limit data processing (you can request that we limit the processing of data only to their storage or performance of activities agreed with you, if, in your opinion, we have incorrect data or we process it unreasonably),
- the right to object to the processing of data (you have the right to object to the processing of data based on legitimate interest; you should indicate a specific situation that, in your opinion, justifies the termination of the processing covered by the objection; we will stop processing your data for these purposes, unless we prove, that the grounds for data processing by us override your rights or that your data is necessary for us to establish, assert or defend claims),
- the right to transfer data (you have the right to receive from us, in a structured, commonly used, machine-readable format, personal data that you provided to us based on a contract or your consent; you can commission us to send this data directly to another entity),
- the right to withdraw consent to the processing of personal data, if you have previously given such consent,
- the right to complain with a supervisory authority (if you find that we are processing data unlawfully, you can file a complaint with the President of the Personal Data Protection Office or another competent supervisory authority).

The rules governing the implementation of the aforementioned rights are detailed in the article. 16 - 21 GDPR. We encourage you to become acquainted with these rules. For our part, we believe it is important to inform you that the aforementioned rights are not absolute, and you will not be able to engage in all activities related to the processing of your data.

We emphasize that you always have one of the rights listed above - if you believe we have violated the provisions on data protection while processing your data, you have the option of filing a complaint with the supervisory body (the President of the Office for Personal Data Protection).

You can also always request information about the data we have on file for you and the purposes for which we process it. Simply send an email to [tosupport@meatpoint.io](mailto:tosupport@meatpoint.io). However, we have made every effort to ensure that the information you seek is fully presented in this privacy statement. If you have any questions about the processing of your data, you can contact us at the e-mail address listed above.

#### [# 12: Do we use cookies and what are they exactly?](#)

Our website, like almost all other websites, uses cookies.

Cookies are small text files that are stored on your end device (e.g., computer, tablet, smartphone) and can be read by our ICT system (own cookies) or third-party ICT systems (third-party cookies). Cookies can save and store specific information, which ICT systems can then access for specific purposes.

Some of the cookies we use are deleted at the end of the web browser session, i.e. when the browser is closed (so-called session cookies). Other cookies are stored on your end device, allowing us to identify your browser the next time you visit the website (persistent cookies).

If you want to learn more about cookies as such, you can see, for example, this material: [https://pl.wikipedia.org/wiki/HTTP\\_cookie](https://pl.wikipedia.org/wiki/HTTP_cookie).

#### [# 13: On what basis do we use cookies?](#)

In terms of cookie consent, we accept the option in which you provide such consent through the settings of your web browser or additional software that supports cookie management. We assume you agree to all cookies used by us that are not blocked by your browser or other software.

Remember that disabling or limiting the use of cookies may prevent you from using some of our store's functions and may cause difficulties in using our store and many other websites that use cookies. For example, if you block cookies, you may be unable to use social media plugins, buttons, widgets, and social functions implemented in our store.

#### [# 14: Can you disable cookies?](#)

Yes, you can control cookie settings through your web browser. You can disable all or specific cookies. Cookies from specific websites can also be blocked. At any time, you can also delete previously saved cookies as well as other website and plug-in data.

Incognito mode is also available in web browsers. If you do not want information about visited pages and downloaded files to be saved in your browsing and download history, you can use this option. When all Incognito windows are closed, all cookies created in Incognito mode are deleted.

There are also browser plug-ins to control cookies, such as Ghostery (<https://www.ghostery.com>). The option to control cookies may also be provided by additional software, in particular anti-virus packages, etc.

In addition, there are tools available on the Internet that allow you to control certain types of cookies, in particular for collective management of behavioral advertising settings (e.g. [www.youronlinechoices.com/](http://www.youronlinechoices.com/), [www.networkadvertising.org/choices](http://www.networkadvertising.org/choices)).

Remember that disabling or limiting the use of cookies may prevent you from using some of our store's functions and may cause difficulties in using our store and many other websites that use cookies. For example, if you block cookies, you may be unable to use social media plugins, buttons, widgets, and social functions implemented in our store.

# 15: For what purposes do we use our own cookies?

Individual store mechanisms, such as maintaining a session after logging in to the account, rely on their cookies to function properly.

# 16: What third-party cookies are used?

The following third-party cookies are used in our store:

- Google Analytics.

Details on individual third-party cookies are described below.

### Google Analytics - details

We use the Google Analytics tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legitimate interest, consisting of the creation of statistics and their analysis to optimize our websites. To use Google Analytics, we have implemented a special Google Analytics tracking code in the code of our website. The tracking code uses Google LLC cookies for the Google Analytics service. You can block the Google Analytics tracking code at any time by installing the browser add-on provided by Google:

<https://tools.google.com/dlpage/gaoptout>. Google Analytics automatically collects information about your use of our website. The information collected in this way is most often transferred to Google servers, which can be located all over the world and stored there. Due to the IP anonymization activated by us, your IP address is shortened before forwarding. Only in exceptional cases is the full IP address sent to Google servers and shortened there. The anonymized IP address provided by your browser as part of Google Analytics is, as a rule, not combined with other Google data.

We emphasize that as part of Google Analytics, we do not collect any information that could be used to identify you. As a result, the data collected as part of Google Analytics does not constitute personal information for us. We have access to the following data as part of Google Analytics:

- information about the operating system and the web browser you use,
- subpages that you browse as part of our store,
- time spent in our store and on its subpages,
- transitions between individual subpages,
- the source from which you go to our store.

Google Analytics and Google Analytics 360 services have been certified by the independent security standard ISO 27001. ISO 27001 is one of the most recognized standards in the world and certifies compliance with the relevant requirements by

systems that support Google Analytics and Google Analytics 360.

If you are interested in details related to Google's use of data from websites and applications that use Google services, we encourage you to read this information:

<https://policies.google.com/technologies/partner-sites>.

# 17: Do we track your behavior within our store?

Yes, we use Google Analytics tools to collect information about your shopping experience at our store. Because these tools are described in detail in the third-party cookie question, we will not repeat it here.

# 18: Do we target targeted advertising at you?

No, and we even hope that we will do without targeted ads on our website in the future.

# 19: How can you manage your privacy?

The answer to this question can be found throughout this privacy policy, including descriptions of individual tools, behavioral advertising, cookie consent, and so on. However, for your convenience, we have gathered this information in one location once more. A list of privacy management options is provided below.

- cookie settings in the web browser,
- browser plugins supporting the management of cookies, e.g. Ghostery,
- additional cookie management software,
- incognito mode in a web browser,
- behavioral advertising settings, np. [youronlinechoices.com](http://youronlinechoices.com),
- Google Analytics Opt-out: <https://tools.google.com/dlpage/gaoptout>.

# 20: What are server logs?

Using the store entails sending queries to the server where the store is kept. Every query sent to the server is recorded in the server logs.

Logs include your IP address, server date and time, and information about the web browser and operating system you use. Logs are saved and stored on the server.

The data stored in the server logs are not associated with specific people using the website and are not used by us to identify you.

The server logs are only used to administer the website and their content is not disclosed to anyone other than those authorized to administer the server.

# 21: Is there anything else you should know?

As you can see, the subject of personal data processing, the use of cookies, and privacy management, in general, is quite complicated. We have made every effort to ensure that this document provides you with as much knowledge as possible on issues important to you. If anything is unclear to you, you want to know more, or just talk about your privacy, write to us at: [support@meatpoint.io](mailto:support@meatpoint.io).

# 22: Could this privacy policy be subject to change?

Yes, we can modify this privacy policy, in particular, due to technological changes on the part of our store and changes in the law. If you are a registered user of the store, you will receive a message about each change in the privacy policy. In addition, all archived versions of the privacy policy are linked below.

# 23: Archived versions of the Privacy Policy

- no previous versions