

Privacy and Cookie Policy

Hello!

If you've found your way here, it's a sure sign that you value your privacy. We completely understand that, which is why we've prepared this document where you'll find, in one place, the rules for processing personal data and the use of cookies and other similar technologies in connection with the operation of the meatpoint.io website and its associated social media profiles.

We process your personal data primarily for purposes related to your use of our website, such as managing user accounts, processing orders, handling complaints and withdrawals, fulfilling legal and tax obligations, sending newsletters, handling claims, analysis, statistics, marketing, etc.

We process your personal data for the period necessary to fulfill each specific purpose.

You have the right to access your personal data, rectify it, erase it, or restrict its processing, object to its processing, and to data portability. Additionally, you may file a complaint with the President of the Personal Data Protection Office.

Detailed information on the rules for processing your personal data can be found in the rest of this Privacy Policy.

If you have any doubts related to the Privacy Policy, you can contact us at any time by sending a message to support@meatpoint.io.

Table of Contents

- [# 1: Who is the data controller?](#)
 - [# 2: Who can you contact regarding personal data processing?](#)
 - [# 3: For what purposes do we process personal data?](#)
 - [# 4: What information do we hold about you?](#)
 - [# 5: What is "Anonymous Information"?](#)
 - [# 6: Where do we get information about you?](#)
 - [# 7: Is the data secure?](#)
 - [# 8: How long will we store personal data?](#)
 - [# 9: Who are the recipients of personal data?](#)
 - [# 10: Do we transfer data to third countries or international organizations?](#)
 - [# 11: Do we use profiling?](#)
 - [# 12: What are your rights?](#)
 - [# 13: Do we use cookies or other similar technologies and what does that involve?](#)
 - [# 14: On what basis do we use cookies or other similar technologies?](#)
 - [# 15: Can you disable cookies or other similar technologies?](#)
 - [# 16: For what purposes do we use cookies or other similar technologies?](#)
 - [# 17: What third-party tools do we use?](#)
 - [# 18: Do we track your behavior on the website?](#)
 - [# 19: Do we target advertisements to you?](#)
 - [# 20: How can you manage your privacy?](#)
 - [# 21: Is there anything else you should know?](#)
 - [# 22: Can this Privacy Policy be changed?](#)
 - [Appendix — List of Third-Party Tools](#)
-

1: Who is the data controller?

The controller of your personal data is Piotr Knapik conducting business under the name "Piotr Knapik Impassable", ul. Augustiańska 19/18, 31-064 Kraków, VAT ID (NIP): PL6792713249. Where this Privacy Policy uses terms such as "we", "our", etc., we refer to the above-mentioned entity.

With regard to social media profiles associated with our website, in accordance with the case law of the Court of Justice of the European Union, we are joint data controllers together with the provider of the social media platform on which a given profile operates. Details regarding the processing of personal data by the individual social media platform providers we use can be found here:

- [Facebook](#),
- [Instagram](#),
- [LinkedIn](#),
- [TikTok](#),
- [YouTube](#),
- [Bluesky](#).

2: Who can you contact regarding personal data processing?

As part of implementing a personal data protection system in our organization, we have decided not to appoint a Data Protection Officer, since in our situation it is not mandatory.

For matters related to personal data protection and privacy in general, you can contact us at the email address support@meatpoint.io. Regarding social media, you can additionally contact the administrators of the social media platforms on which we maintain our profiles directly.

3: For what purposes do we process personal data?

There is more than one purpose. Below you will find a list of them, along with a more detailed description. Each purpose has also been assigned an appropriate legal basis for processing:

Processing purpose	Description of processing purpose	Legal basis
User account management	<p>Registering a user account requires providing the necessary data specified in the registration form.</p> <p>When editing your account data, you may provide further information — including data about animals in your care and their diet components — in accordance with the options available within your account.</p> <p>Additionally, our system used to manage user accounts records your IP address from which you registered your user account.</p> <p>Data is processed for the purpose of providing you with the user account service. After deleting your user account, the data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to the user account service.</p>	Art. 6(1)(b) GDPR

Processing purpose	Description of processing purpose	Legal basis
Order fulfillment and contract management	<p>When placing an order, you must provide the data necessary for its fulfillment as specified in the order form.</p> <p>Providing data is a condition for placing an order.</p> <p>Additionally, the system used to process the order records your IP address from which you placed the order. Each order is saved in the database, which means that your personal data associated with the order is accompanied by order-related information such as the date and time of the order, order identification number, transaction identifier, order subject, price, payment method and deadline.</p> <p>Data is processed for the purpose of concluding and performing the contract. After the contract is performed, the data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to the contract. Data is also included in accounting records for the purpose of fulfilling tax obligations.</p>	Art. 6(1)(b) GDPR, Art. 6(1)(f) GDPR
Actions taken to help customers complete their orders	<p>Since some customers begin the ordering process but do not finalize it (they do not confirm the order and do not conclude the contract), we may take actions aimed at helping customers complete the purchasing process.</p> <p>For this purpose, we may, for example, send emails containing information about an incomplete order and an incentive to finalize the transaction.</p> <p>For the purposes of these actions, we may process personal data such as information provided during the ordering process, in particular your name and email address, as well as information about cart contents, the date the transaction was started, and other data left in connection with the initiated purchasing process.</p> <p>The legal basis for processing your personal data is Art. 6(1)(b) GDPR, as these actions are aimed at concluding a contract. Additionally, we base the processing on our legitimate interest, which in this case is increasing sales.</p>	Art. 6(1)(b) GDPR, Art. 6(1)(f) GDPR

Processing purpose	Description of processing purpose	Legal basis
Handling complaints or contract withdrawals	<p>If you file a complaint or withdraw from a contract, you provide personal data contained in the complaint or the withdrawal statement.</p> <p>Providing data is a condition for submitting a withdrawal statement or a complaint.</p> <p>Data is processed for the purpose of handling the withdrawal or complaint process. After such a process is completed, the data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to the handling of the withdrawal or complaint process. Data is also included in accounting records for the purpose of fulfilling tax obligations.</p>	<p>Art. 6(1)(c) GDPR in conjunction with applicable provisions on the right to withdraw from a contract and liability for conformity with the contract, Art. 6(1)(b) GDPR</p>

Processing purpose	Description of processing purpose	Legal basis
Newsletter management	<p>When subscribing to the newsletter, you must provide the data necessary to receive it as specified in the subscription form.</p> <p>Providing data is a condition for receiving the newsletter.</p> <p>Additionally, the mailing system records your IP address from which you subscribed to the newsletter, determines your approximate location, the email client you use to manage your email, and tracks your actions taken in connection with messages sent to you. Therefore, we also have information about which messages you opened, in which messages you clicked on links, etc.</p> <p>In the mailing system, we may define, based on various criteria related to your activity, interests, or other preferences, specific groups or segments of newsletter recipients that affect what kind of messages you receive as part of the newsletter.</p> <p>Data provided by you in connection with subscribing to the newsletter is used to send you the newsletter, and the legal basis is our legitimate interest, which in this case is the pursuit of marketing goals.</p> <p>As for the processing of information that does not come from you but was collected automatically, we rely on our legitimate interest consisting of analyzing newsletter subscriber behavior in order to optimize marketing activities.</p> <p>You can unsubscribe from the newsletter at any time by clicking the dedicated link in each newsletter message, or simply by contacting me. Unsubscribing from the newsletter does not result in the deletion of your data from the mailing system. Data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to the newsletter, as well as to ensure the ability to demonstrate that newsletter activities were conducted in compliance with the law.</p>	Art. 6(1)(f) GDPR

Processing purpose	Description of processing purpose	Legal basis
SMS notification management	<p>When subscribing to SMS notifications, you must provide the data necessary to receive them, as specified in the subscription form — in particular your phone number.</p> <p>Providing data is a condition for receiving SMS notifications.</p> <p>Data provided by you in connection with subscribing to SMS notifications is used to send you SMS messages, and the legal basis is our legitimate interest, which in this case is the pursuit of marketing goals.</p> <p>You can opt out of receiving SMS notifications at any time by contacting us. Opting out of SMS notifications does not result in the deletion of your data from the system. Data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to SMS notifications, as well as to ensure the ability to demonstrate that the activities were conducted in compliance with the law.</p>	Art. 6(1)(f) GDPR
Contact and correspondence management	<p>When you contact us through available means of communication, e.g. email, social media messengers, you naturally provide your personal data contained in the correspondence.</p> <p>Providing data is a condition for establishing contact.</p> <p>Additionally, the communication system records your IP address from which you sent the message.</p> <p>Data is processed for the purpose of conducting communication, which constitutes our legitimate interest. After the communication ends, the data is archived for the purpose of any potential establishment, pursuit, or defense of claims related to the communication.</p>	Art. 6(1)(f) GDPR
Fulfillment of tax and accounting obligations	<p>In connection with the performance of the contract, we also fulfill various tax and accounting obligations, in particular by issuing invoices, including invoices in our accounting records, storing documentation, etc.</p> <p>To issue an invoice, we process, among other things, data such as name, company name, business address, tax identification number (NIP).</p> <p>Providing data required by tax law is necessary to fulfill these obligations.</p>	Art. 6(1)(c) GDPR in conjunction with applicable tax law provisions

Processing purpose	Description of processing purpose	Legal basis
Archiving	<p>For the purposes of our business, we may create archives: both in traditional and digital form. Archives contain personal data that we processed in connection with you, and their scope may vary depending on what data we received and what scope of data is justified from an archival perspective. In this case, we rely on our legitimate interest consisting of organizing and managing personal data storage media.</p>	Art. 6(1)(f) GDPR
Defense, establishment, or pursuit of claims	<p>The use of our website, as well as entering into a contract with us, may give rise to certain claims on our or your side in the future. Therefore, we are entitled to process personal data for the purpose of defending, establishing, or pursuing claims. Within this purpose, we may process any personal data related to a given claim, so the scope may vary depending on what the claim concerns. In this case, we rely on our legitimate interest consisting of protecting our interests.</p>	Art. 6(1)(f) GDPR
Creating advertising audience groups	<p>Your email address stored in our database may be sent to a specific advertising system (e.g. Facebook Ads, LinkedIn Ads) to create an advertising audience group using that email address.</p> <p>When using this feature, the email address is hashed before being sent to the advertising system to create the audience group.</p> <p>The email address will be used in the matching process conducted by the advertising system.</p> <p>The advertising system does not share the email address with third parties or other advertisers and deletes the email address immediately after the matching process is completed.</p> <p>The advertising system implements processes and procedures to ensure the confidentiality and security of the email address and the set of user identifiers forming the audience group created using the email address, including through the use of technical and physical safeguards.</p> <p>Creating an advertising audience group using your email address constitutes our legitimate interest, which in this case is the pursuit of our marketing goals.</p>	Art. 6(1)(f) GDPR

Processing purpose	Description of processing purpose	Legal basis
Social media management	<p>If you follow our profiles on social media platforms or interact with content published by us on social media, you naturally make visible to us your data that is publicly available in your social media profile. We process this data solely within the given social media platform and solely for the purpose of managing that social media platform, which constitutes our legitimate interest.</p> <p>If you contact us via a private message, you naturally provide us with your personal data contained in the correspondence, in particular your image and name. Your data in this case is processed for the purpose of communicating with you, and the basis for processing is our legitimate interest.</p> <p>It may happen that we initiate contact with you through social media for the purpose of offering cooperation, in which case your data will be processed for the purpose of seeking potential business partners, offering and establishing cooperation, which is our legitimate interest.</p> <p>Messages sent to us through social media are automatically archived by tools available within the respective social media platforms and are accessible to us until they are deleted by you. You have access to all messages exchanged with us in the private messages section.</p> <p>Your use of social media platforms is subject to the terms and privacy policies of the administrators of those platforms, and those administrators provide you with electronic services fully independently and independently from us.</p>	Art. 6(1)(f) GDPR
Analysis and statistics	<p>We conduct analytical and statistical activities using tools provided by third-party providers. Within analytical tools, we only have access to Anonymous Information. We base the processing of this information on our legitimate interest, which consists of creating, reviewing, and analyzing statistics related to user activity on the website in order to draw conclusions that allow for subsequent optimization of our activities.</p> <p>From within the tools, we only have access to a set of statistics and information not attributed to specific individuals.</p> <p>Detailed information about third-party tools can be found in the section dedicated to the tools we use.</p>	Art. 6(1)(f) GDPR

Processing purpose	Description of processing purpose	Legal basis
Own marketing	<p>We conduct marketing activities using tools provided by third-party providers. Within marketing tools, we only have access to Anonymous Information. We base the processing of this information on our legitimate interest, which consists of conducting marketing activities, including ad targeting within third-party systems for the purpose of marketing our own products and services. From within the tools, we only have access to a set of statistics and information not attributed to specific individuals.</p> <p>Detailed information about third-party tools can be found in the section dedicated to the tools we use.</p>	Art. 6(1)(f) GDPR
Providing additional features using only Anonymous Information	<p>On our pages, we may embed video or audio players, social widgets, comment modules, or other tools provided by third parties. All of these tools process Anonymous Information. We base the processing of Anonymous Information on our legitimate interest, which in this case consists of ensuring the ability to use additional features on the website. From within the tools, we do not have access to other information, and moreover, we do not need this information — Anonymous Information is processed solely so that the additional features can function. Detailed information about third-party tools can be found in the section dedicated to the tools we use.</p>	Art. 6(1)(f) GDPR
Fulfillment of obligations related to personal data protection	<p>As a data controller, we are obligated to fulfill obligations related to personal data protection. Therefore, we may process your personal data if it is necessary to perform these obligations (e.g. when handling your request regarding your personal data). The scope of data depends on what data we need to fulfill the obligation and demonstrate compliance with the GDPR. Additionally, in this case, we also rely on our legitimate interest, which consists of securing data necessary to demonstrate accountability.</p>	Art. 6(1)(c) GDPR in conjunction with other applicable GDPR provisions, Art. 6(1)(f) GDPR
Fulfillment of obligations under the Digital Services Act (DSA)	<p>As a provider of intermediary services, we are obligated to fulfill obligations under the Digital Services Act (DSA), such as receiving and reviewing reports regarding User Content, receiving and reviewing appeals regarding decisions we have made with respect to User Content, providing certain information about users upon receipt of an order issued by authorized institutions or authorities, and notifying law enforcement or judicial authorities of suspected criminal offenses threatening the life or safety of a person or persons in connection with the use of the service. For these purposes, we process personal data to the extent necessary to fulfill obligations required by law.</p>	Art. 6(1)(c) GDPR in conjunction with applicable DSA provisions

Processing purpose	Description of processing purpose	Legal basis
Storage of User Content	<p>When submitting User Content (as defined in our terms and conditions), e.g. a comment or review, you must provide personal data necessary for that purpose.</p> <p>Providing data is a condition for submitting User Content.</p> <p>Additionally, our IT system records your IP address from which you submitted the User Content.</p> <p>The IT system handling User Content may be operated by a third-party provider. In such a case, the use of the system is subject to the terms and privacy policy of the third-party provider. Detailed information about third-party tools can be found in the section dedicated to the tools we use.</p> <p>Data is processed for the purpose of publishing User Content on the website or storing it in the IT system associated with the website, which constitutes the provision of a service to you by electronic means in accordance with our terms and conditions.</p> <p>If you submit User Content intended for publication on the website, the User Content you submit, together with the accompanying personal data, is publicly available on the website. You can modify or delete the submitted User Content at any time. Deleted User Content, along with your personal data, is archived for the purpose of any potential establishment, pursuit, or defense of claims related to Digital Content and demonstrating accountability.</p>	Art. 6(1)(b) GDPR

Processing purpose	Description of processing purpose	Legal basis
<p>Fulfillment of obligations under the General Product Safety Regulation (GPSR)</p>	<p>The EU regulation known as GPSR imposes on us, as a seller, various legal obligations related to product safety. These concern, among other things:</p> <ul style="list-style-type: none"> ■ receiving complaints from consumers who purchased a product, notifications related to product safety, accident reports, ■ conducting communication in all matters related to product safety, ■ notifying consumers of product-related risks if the product turns out to be unsafe, ■ carrying out procedures for the recovery of unsafe products from purchasers, ■ notifying manufacturers, importers, other distributors about product safety matters, ■ the obligation to cooperate with market surveillance authorities in product safety matters, ■ maintaining records and registers related to product safety. <p>In order to fulfill the above obligations, we may process personal data related to you, such as: name, delivery address, email address, phone number, order number, order date, other information related to the order placed.</p>	<p>Art. 6(1)(c) GDPR in conjunction with applicable GPSR provisions</p>

4: What information do we hold about you?

Within each of the purposes described above, we may process a different scope of data — the scope necessary to fulfill a specific purpose. The data includes information such as:

- name,
- email address,
- phone number,
- IP address,
- image,
- delivery address,
- invoice data,
- bank account number,
- order details,
- data about animals in your care,
- data about animal diet components,
- data collected in the mailing system,
- data collected in the SMS messaging system,
- information visible in social media profiles,
- information contained in correspondence,
- information contained in User Content or accompanying User Content,
- Anonymous Information.

5: What is "Anonymous Information"?

We use tools that collect a range of information about you related to your use of our website. This includes in particular the following information:

- information about the operating system and web browser,
- pages viewed,
- time spent on the website,
- transitions between individual pages,
- clicks on individual links,
- mouse movements,
- page scrolling,
- the source from which you navigate to the website,
- the age range you fall into,
- your gender,
- your approximate location limited to the city,
- your interests or other preferences determined based on online activity.

This information is referred to in this Privacy Policy as "Anonymous Information."

Anonymous Information, in our assessment, does not in itself constitute personal data, because it does not allow us to identify you and we do not combine it with the typical personal data we collect about you. Nevertheless, taking into account the strict case law of the Court of Justice of the European Union and divided opinions among lawyers, as a precaution, in case Anonymous Information were to be classified as personal data, we have also included detailed explanations regarding the processing of this information in this Privacy Policy.

We are unable to provide you with access to Anonymous Information about you, because we are unable to attribute any of the Anonymous Information to any specific user. From within the tools that collect Anonymous Information, we only have access to a set of statistics and information not attributed to specific individuals.

The processing of Anonymous Information enables us to provide you with the ability to use the functionalities available on the website. Additionally, Anonymous Information is used for analytical, statistical, and marketing purposes, such as setting and targeting advertisements.

Anonymous Information is also processed by tool providers on the terms set out in their terms of service and privacy policies. It may be used by these providers to provide and improve services, manage them, develop new services, measure the effectiveness of advertisements, protect against fraud and abuse, and personalize content and advertisements displayed on individual platforms, websites, and applications. Detailed information related to this can be found in the section dedicated to the tools we use.

6: Where do we get information about you?

In most cases, you provide it to us yourself. For example, this happens when you register a user account, place an order, subscribe to the newsletter, submit a complaint or withdraw from a contract, contact us, and use functionalities available on our website or in third-party services (e.g. social media).

Additionally, some information about you may be automatically collected by tools we use. Detailed information about third-party tools can be found in the appendix to this Privacy Policy.

7: Is the data secure?

We care about the security of your personal data. We have analyzed the risks associated with individual processing operations of your data and then implemented appropriate security measures and personal data protection measures. We continuously monitor the state of our technical infrastructure, train our personnel, review the procedures we use, and introduce necessary improvements.

8: How long will we store personal data?

We process your personal data for as long as it is justified within a given personal data processing purpose, which means that processing periods vary depending on the purpose. Please remember that the end of processing your data for one purpose does not necessarily lead to the complete deletion or destruction of your personal data, because the same set of data may be processed for another purpose, for the period indicated for that purpose. Complete deletion or destruction of data occurs when we have completed all purposes and in other cases specified in the GDPR.

The retention periods are indicated in the table below.

Data processing purpose	Data retention period
User account	Until the user account is deleted
Order fulfillment and contract	Until the contract is performed.
Customer order completion	For 6 months from the start of the order.
Complaints and contract withdrawals	Until the handling of the complaint or withdrawal is completed.
Newsletter	Until you unsubscribe from the newsletter.
Tax and accounting obligations	For the period required by law.
Archive	Until the information loses its usefulness.
Establishment, defense, pursuit of claims	Until the statute of limitations for claims expires.
Advertising audience groups	Until the information loses its usefulness or an objection to processing is raised
Social media	For the time the information is available within the social media platform
Analysis and statistics	Until the information loses its usefulness or an objection to processing is raised
Own marketing	Until the information loses its usefulness or an objection to processing is raised
Contact and correspondence	For the duration of the contact between us
Additional tools	Until the information loses its usefulness or an objection to processing is raised
Personal data protection obligations	Until the statute of limitations for our liability as a data controller expires
DSA-related obligations	Until the statute of limitations for our liability as an intermediary service provider expires.

Data processing purpose	Data retention period
Storage of User Content	Until the User Content is deleted.
GPSR-related obligations	Until the expiration of the period required by law (generally no longer than 10 years)

9: Who are the recipients of personal data?

We'll venture to say that modern business cannot function without services provided by third parties. We also use such services. Some of these services involve the processing of your personal data. External service providers that participate in the processing of your personal data are listed in the table below.

Data processor	Purpose of cooperation with the data processor
Hosting provider	Storing data on the server
Invoicing system provider	Issuing invoices
Mailing system provider	Newsletter management
SMS notification system provider	SMS notification management
Cloud service provider	Google services
Accounting office	Bookkeeping
Automated communication system provider	Operation of automated communication mechanisms (chatbots), managing communication with users on social media platforms
Technical support	Technical work in areas involving personal data

In the case of orders for physical products, your data is shared with the carrier for the purpose of delivering the order.

If the need arises, your data may be shared with a legal counsel or attorney bound by professional secrecy. The need may arise from the necessity to seek legal assistance requiring access to your personal data.

Your personal data may also be transferred to tax offices to the extent necessary to fulfill tax, settlement, and accounting obligations. This concerns in particular all declarations, reports, statements, and other accounting documents that contain your personal data.

Furthermore, if such a necessity arises, your personal data may be shared with entities, authorities, or institutions authorized to access data under applicable law, such as police services, security services, courts, and prosecutors' offices.

If such a necessity arises, we may share your personal data with third parties and relevant market surveillance authorities — in matters related to product safety. The General Product Safety Regulation (GPSR) imposes on us, among other things, the obligation to inform manufacturers and importers about any accidents related to the product being sold, for which we may need your personal data. The same applies to market surveillance authorities:

if an authority orders us to disclose information about customers who purchased a product, we may transfer your personal data to it.

Regarding Anonymous Information, access to it is held by the providers of tools that collect Anonymous Information. The providers of these tools are independent data controllers of the data collected within them and may share this data on terms they define in their own terms of service and privacy policies, which is beyond our control. A list of third-party tools can be found in the appendix to this Privacy Policy.

10: Do we transfer data to third countries or international organizations?

Yes, some of the processing operations involving your personal data may involve their transfer to third countries.

We transfer your personal data to third countries in connection with the use of tools that utilize resources located in third countries, particularly in the USA. The providers of these tools guarantee an adequate level of personal data protection through appropriate compliance mechanisms provided for by the GDPR, in particular through the use of standard contractual clauses.

Currently, your personal data is transferred to third countries in connection with our use of the following solutions:

Type of solution	Solution provider	Third country
Cloud	Google	USA
Chatbots	ManyChat	USA

In addition, Anonymous Information collected in connection with the use of tools listed in the appendix to this privacy policy may also be transferred to third countries, particularly the USA.

11: Do we use profiling?

We do not make decisions about you that are based solely on automated processing, including profiling, that would produce legal effects concerning you or similarly significantly affect you. Indeed, we use tools within which we may take certain actions depending on information collected through tracking mechanisms, but we believe that these actions do not have a significant impact on you, because they do not differentiate your situation as a customer, do not affect the terms of a contract you may enter into, etc.

Using certain tools, we may, for example, direct personalized advertisements to you based on previous actions you took on a given website or suggest products that may interest you. This is referred to as behavioral advertising. We encourage you to deepen your knowledge about behavioral advertising, particularly regarding privacy-related issues. Detailed information, along with the ability to manage behavioral advertising settings, can be found here.

12: What are your rights?

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

- the right to access your data and receive a copy thereof;
- the right to rectification (correction) of your data;
- the right to erasure of data (if you believe there is no basis for us to process your data, you may request that we delete it);
- the right to restrict processing of data (you may request that we restrict the processing of data solely to its storage or to performing actions agreed with you, if in your opinion we hold inaccurate data or process it without justification);

- the right to object to data processing (you have the right to object to data processing based on a legitimate interest; you should indicate the particular situation that, in your opinion, justifies ceasing the processing subject to the objection; we will cease processing your data for these purposes unless we demonstrate that the grounds for processing override your rights or that your data is necessary for the establishment, pursuit, or defense of claims);
- the right to data portability (you have the right to receive, in a structured, commonly used, machine-readable format, the personal data you provided on the basis of a contract or your consent; you may request that this data be sent 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 lodge a complaint with a supervisory authority (if you determine that we process data unlawfully, you may file a complaint with the President of the Personal Data Protection Office or another competent supervisory authority).

The rules related to the exercise of the above rights are described in detail in Articles 16–21 of the GDPR. We encourage you to review these provisions. For our part, we consider it necessary to explain that the above rights are not absolute and will not apply to all processing operations involving your personal data.

We emphasize that one of the rights listed above is always available to you: if you believe that in processing your personal data we have violated data protection regulations, you have the right to lodge a complaint with a supervisory authority (the President of the Personal Data Protection Office).

13: Do we use cookies or other similar technologies and what does that involve?

Our website, like almost all other websites, uses cookies and other similar technologies, such as tracking codes or pixels, Conversions API, etc.

Cookies or other similar technologies are used to collect certain information that is then used for various purposes, ranging from ensuring the proper operation of individual website features, through analyzing user behavior on the website, to targeting advertisements.

If you would like to learn more about cookies and other similar technologies, you can review, for example, these materials:

- [explanation about cookies](#),
 - [explanation about tracking pixels](#),
 - [explanation about Conversions API](#).
-

14: On what basis do we use cookies or other similar technologies?

We use cookies or other similar technologies based on your consent, except where cookies or other similar technologies are necessary for the proper provision of services to you.

Cookies or other similar technologies that are not necessary for the proper provision of services remain blocked until you consent to their use. During your first visit to our website, you are shown a message asking for your consent, along with the ability to manage cookies or other similar technologies, i.e. to decide which cookies or other similar technologies you agree to and which you want to block.

15: Can you disable cookies or other similar technologies?

Yes, you can manage the settings of cookies or other similar technologies within your web browser. You can block all or selected cookies or other similar technologies. You can also delete previously saved cookies and other site and plugin data at any time.

Web browsers also offer the option of using incognito mode. You can use it if you do not want information about the websites you have visited and files you have downloaded to be saved in your browsing and download history. Cookies created in incognito mode are deleted when all incognito windows are closed.

Browser plugins that allow control over cookies or similar technologies are also available, such as [Ghostery](#). Control over cookies or similar technologies may also be provided by additional software, in particular antivirus packages, etc.

Additionally, tools are available on the Internet that allow control over certain types of cookies or other technologies, in particular for [collective management of behavioral advertising settings](#).

We also give you the ability to control cookies or other similar technologies directly from our website. We have implemented a special privacy mechanism that allows you to block those cookies or other technologies that you do not wish to use. Please note that disabling or restricting the use of cookies or other technologies may prevent the use of some features available on our pages and cause difficulties in using the website, as well as many other websites that use cookies or other similar technologies. For example, if you block cookies or technologies related to social media plugins, buttons, widgets, and social features implemented on our pages may be unavailable to you.

16: For what purposes do we use cookies or other similar technologies?

Cookies or other similar technologies are used to ensure the proper functioning of various mechanisms on our pages, such as remembering the contents of the shopping cart for a specified time after adding selected products to it, maintaining the session after logging in, properly submitting forms visible on the pages, embedding video or audio players, operation of the comment system, social plugins, etc.

Additionally, cookies or other similar technologies are used for statistical, analytical, and marketing activities.

Cookies also store information about your cookie settings defined through the privacy mechanism available on our website.

Some cookies or other similar technologies are related to third-party tools that we use, and the providers of these tools may gain access to information collected through these cookies or other similar technologies. Details about third-party tools can be found in the appendix to this Privacy Policy.

17: What third-party tools do we use?

A list of tools that require the use of cookies or other similar technologies, along with a detailed description of these tools, can be found in the appendix to this Privacy Policy.

18: Do we track your behavior on the website?

Yes, we use third-party tools that involve collecting information about your activities on our pages. These tools are described in detail in the appendix to this Privacy Policy.

19: Do we target advertisements to you?

Yes, we use third-party tools through which we can target advertisements to specific target groups defined based on various criteria such as age, gender, interests, profession, employment, actions previously taken on our pages. These tools are described in detail in the appendix to this Privacy Policy.

20: How can you manage your privacy?

The answer to this question can be found in many places throughout this Privacy Policy when describing individual tools, behavioral advertising, etc. Nevertheless, for your convenience, we have gathered this information in one place once again. Below you will find a list of ways to manage your privacy.

- privacy settings within your web browser;
- browser plugins supporting privacy management, e.g. Ghostery;
- additional privacy management software;
- incognito mode in your web browser;
- behavioral advertising settings, e.g. youronlinechoices.com;
- privacy mechanism available from our website;
- privacy settings within individual social media platforms.

21: Is there anything else you should know?

As you can see, the topic of personal data processing, the use of cookies, and managing privacy in general is quite complex. We have made every effort to ensure that this document provides you with the most comprehensive knowledge on matters important to you. If anything is unclear to you, you would like to learn more, or simply want to talk about your privacy, write to us at support@meatpoint.io.

22: Can this Privacy Policy be changed?

Yes, we may modify this Privacy Policy, in particular due to technological changes and changes in legislation. If you have a user account or subscribe to the newsletter, you will receive a notification about every change to the Privacy Policy. All archived versions of the Privacy Policy are linked below.

- [Privacy Policy of February 22, 2024](#)
- [Privacy Policy of December 31, 2022](#)
- [Privacy Policy of March 22, 2021](#)

Appendix — List of Third-Party Tools

Tool name	Description of operation and cookies
Google Analytics	<p>We use the Google Analytics tool provided by the American company Google LLC. In order to use Google Analytics, a special Google Analytics tracking code has been implemented in the website's code. The tracking code uses cookies related to the Google Analytics service. You can block the Google Analytics tracking code at any time by installing the browser add-on provided by Google.</p> <p>Google Analytics automatically collects information about your activity on our website. Within Google Analytics, we only have access to Anonymous Information. Thanks to the information collected in this way, we can analyze user behavior on our website and maintain related statistics, and then draw conclusions from these statistics to design solutions that improve the effectiveness of the website.</p> <p>If you are interested in the details related to Google's use of data from websites and applications that use Google services, we encourage you to review this information.</p>

Tool name	Description of operation and cookies
YouTube	<p>On our pages, YouTube widgets are embedded that allow you to play videos available on YouTube directly from our pages. YouTube is operated by the American company Google LLC.</p> <p>When you play a video, YouTube saves cookies on your device, including a DoubleClick cookie, and receives information that you played a video from a specific website, even if you do not have a Google account or are not currently logged in. If you are logged into a Google account, this service provider will be able to directly associate the visit to our website with your account. The purpose and scope of data collection and its further processing and use by Google, as well as the possibility of contact and your rights in this regard and the ability to make settings to protect your privacy, are described in Google's privacy policy.</p> <p>If you do not want Google to associate the data collected during video playback directly with your profile, you must log out of your account before playing the video. You can also completely prevent the loading of plugins on the page by using appropriate extensions for your browser, e.g. script blocking.</p> <p>Information collected through cookies related to videos from YouTube embedded on our pages is used by Google to ensure the proper and secure functioning of the widget, for analysis and optimization of YouTube services, and for personalization and advertising purposes. We do not have access to this information. What matters to us is simply that the player works properly.</p> <p>Please remember that when playing videos available on YouTube, you are using electronic services provided by Google LLC. Google LLC is an independent entity, separate from us, providing you with electronic services. Details regarding the rules for using YouTube, including privacy protection, can be found in documents provided directly by YouTube: terms of service and privacy policy.</p>
Bunny.net	<p>On our pages, Bunny.net widgets are embedded that allow you to play videos available on our pages. Bunny.net is operated by the European company Bunny LLC.</p> <p>When you play a video, Bunny.net saves cookies on your device and receives information that you played a video from a specific website. The purpose and scope of data collection and its further processing and use by Bunny.net, as well as the possibility of contact and your rights in this regard and the ability to make settings to protect your privacy, are described in Bunny.net's privacy policy.</p> <p>Information collected through cookies related to videos embedded on our pages is used by Bunny.net to ensure the proper and secure functioning of the widget, for analysis and optimization of Bunny.net services, and for personalization and advertising purposes. We do not have access to this information. What matters to us is simply that the player works properly.</p> <p>Please remember that when playing videos available on our pages, you are using electronic services provided by Bunny.net. Bunny.net is an independent entity, separate from us, providing you with electronic services. Details regarding the rules for using Bunny.net, including privacy protection, can be found in documents provided directly by Bunny.net: terms of service and privacy policy.</p>

Tool name	Description of operation and cookies
Meta Pixel	<p>We use the Meta advertising system provided by the American company Meta Platform Inc. In order to target personalized advertisements to you based on your behavior on our website, we have implemented the Meta Pixel on our website, which automatically transmits information about your activity on our website to the Meta advertising system.</p> <p>Within the Meta advertising system, we only have access to Anonymous Information. Thanks to the information collected in this way, we are able to display advertisements to you within the Meta advertising system depending on your behavior on our website and to measure the effectiveness of advertising campaigns in order to draw conclusions that allow for the optimization of these campaigns in terms of effectiveness.</p> <p>Meta Platform Inc. may combine information collected using the Meta Pixel with other information about you collected through your use of services managed by the company (including Facebook, Instagram) and use it for its own purposes, including marketing. Such Meta activities are no longer dependent on us, and information about them can be found directly in Meta's privacy policy. From your Facebook account, you can also manage your privacy settings. Useful information in this regard can be found here.</p>
PayPal	<p>We provide the ability to pay using the PayPal system. The PayPal button embedded on our website collects certain Anonymous Information, to which, however, we do not have access — we are only interested in the ability to make payments via PayPal. Detailed information can be found in PayPal's privacy policy.</p>
PayU	<p>We enable payments through the PayU system, operated by the Polish company PayU S.A. Integration with PayU may involve the use of cookies installed by PayU on your device to ensure the proper functioning of payment processes, to remember your preferences, and for analytical and security purposes. We do not have access to data collected through these cookies — we are only interested in ensuring that payment processing is possible and secure. Detailed information can be found in PayU's privacy policy.</p>
Stripe	<p>We enable payments through the Stripe system, operated by the American company Stripe, Inc. Stripe may install cookies on your device to ensure transaction security, the proper functioning of payment processes, and to remember your selected settings. We do not have access to data collected in this way by Stripe — we are only interested in ensuring that payments proceed correctly. Detailed information about Stripe's use of cookies can be found in Stripe's privacy policy.</p>
TrustPilot	<p>We use integration with the TrustPilot system provided by the Danish company Trustpilot A/S, which allows us to, among other things, display TrustPilot widgets and collect reviews about our business. Integration with TrustPilot may involve the collection of anonymous information about your use of our website and interaction with the review widget through TrustPilot cookies. We do not have access to this information and it is of no significance to us — we are only interested in the proper functioning of the TrustPilot integration and the ability to present user reviews and ratings. Detailed information can be found in TrustPilot's privacy policy.</p>