

Privacy Policy – VitaFer

Last updated: 1 January 2026

Please note that all e-commerce functionalities (purchases, checkout, returns, customer accounts) are available exclusively in Polish and are governed solely by the Polish-language Terms & Conditions and Privacy Policy. In case of discrepancies, the Polish version of the Privacy Policy shall prevail.

This Privacy Policy explains the rules for the processing of personal data and the use of cookies within the website available at vitafer.pl, including its informational content and contact forms (the “Service”).

The data controller is VitaFer spółka z ograniczoną odpowiedzialnością spółka komandytowa, with its registered office at al. Krakowska 19, 05-555 Tarczyn, Poland, entered into the Register of Entrepreneurs of the National Court Register maintained by the District Court in Lublin, 6th Commercial Division, under KRS number 0000772883, NIP 1231426805, REGON 382613643, BDO 000158622 (the “Controller”).

You may contact the Controller:

- by post: al. Krakowska 19, 05-555 Tarczyn, Poland
- by e-mail: office@vitafer.pl
- by phone: +48 730 788 188 (standard operator rates apply)

1. Scope of processed data

The Controller may process the following categories of data:

- 1) data provided in forms (first name, last name, e-mail address, phone number, company name, tax ID, message content),
- 2) data necessary to handle orders (delivery address, invoice details),
- 3) user account data (login, password — stored in a hashed form, i.e., as a non-reversible cryptographic hash that prevents the original password from being recovered),
- 4) data required for newsletter delivery (e-mail, consent history),
- 5) technical data related to the use of the Service (IP address, browser type, device type, system logs),
- 6) data derived from cookies and similar technologies (statistical and marketing information).

2. Purposes and legal bases for processing

Personal data is processed to the extent necessary to use the Service, provide services and comply with the Controller’s legal obligations, based on Article 6 of the GDPR:

- 1) Article 6(1)(a) GDPR – user consent:
 - a) sending newsletters and marketing communications,
 - b) using analytical and marketing cookies,
 - c) the use of marketing tools (e.g. remarketing).
- 2) Article 6(1)(b) GDPR – performance of a contract or steps prior to entering a contract:
 - a) receiving and processing orders,
 - b) handling payments and deliveries,
 - c) maintaining a customer account in the online store (available only in Polish),
 - d) communication regarding order fulfilment.
- 3) Article 6(1)(c) GDPR – legal obligations:
 - a) maintaining accounting and tax documentation,

- b) storing sales records,
- c) complying with consumer and commercial regulations.
- 4) Article 6(1)(f) GDPR – legitimate interests of the Controller:
 - a) responding to contact enquiries submitted via forms,
 - b) ensuring the security of the Service and preventing misuse,
 - c) performing statistics and analytics to improve the Service,
 - d) marketing of our own services (excluding activities that require separate consent),
 - e) establishing, defending or pursuing legal claims.

The Controller does not make decisions based solely on automated processing that produce legal effects for users (Article 22 GDPR).

3. Data recipients

Personal data may be disclosed to the following categories of recipients:

- 1) providers of IT and hosting services,
- 2) providers of mailing and CRM systems,
- 3) courier and logistics companies,
- 4) online payment operators,
- 5) providers of analytical and marketing tools,
- 6) accounting offices, law firms, debt collection entities,
- 7) public authorities – only where required by law.

The Controller does not disclose the names of specific providers to maintain flexibility and ensure the stability of this Policy.

4. Data transfers outside the EEA

Data may be transferred outside the European Economic Area when using analytical or marketing tools provided by global service providers (e.g., Google, Meta). Such transfers are based on:

- Standard Contractual Clauses (SCC), or
- other mechanisms permitted under the GDPR.

5. Data retention periods

- 1) Order-related data – for periods required by accounting and tax laws.
- 2) Contact form data – up to 12 months.
- 3) User account data – until the account is deleted.
- 4) Marketing data (newsletter, consents) – until withdrawal of consent or objection.
- 5) Technical logs – up to 24 months.
- 6) Cookies – according to browser settings or until removed by the user.

6. User rights

Users have the right to:

- 1) access their data,
- 2) rectify their data,
- 3) erase their data (“right to be forgotten”),
- 4) restrict processing,
- 5) data portability,
- 6) object to processing, including direct marketing,

- 7) withdraw consent at any time,
 - 8) lodge a complaint with the supervisory authority (President of the Polish Data Protection Office).
- Withdrawal of consent does not affect the lawfulness of processing carried out before its withdrawal.

7. Contact forms and orders

- 1) Data submitted through forms is processed solely for the purpose indicated (e.g., contact, order).
- 2) The Service may store technical metadata such as IP address, timestamp, browser type, for security and anti-abuse purposes.
- 3) Data may be associated with a user account if the user is logged in.

8. Technical logs and security

- 1) The Service may collect logs related to user activity for administrative and security purposes.
- 2) Logs may include IP address, visit time, device data and system events.
- 3) These data are not used to identify users.

9. Cookies and similar technologies

- 1) The Service uses cookies to ensure proper operation, security, analytics and marketing.
- 2) Cookies may include:
 - technical cookies – necessary for the Service to function,
 - analytical cookies – statistics and measurement (e.g., GA4),
 - marketing cookies – advertising personalisation and remarketing (e.g., Pixel, Ads).
- 3) Analytical and marketing cookies require user consent.
- 4) Disabling technical cookies may limit the functionality of the Service.

10. Cookie management

The User may, at any time:

1. modify the settings of their web browser,
2. delete or block cookies,
3. use the consent management panel (CMP), if available on the website.

Instructions on managing cookies can be found in the settings of the web browser used or in its technical documentation. Disabling or restricting cookies may affect the functionality of certain features of the Service.

11. Changes to this Policy

The Controller may update this Policy in the event of:

- 1) changes in law,
- 2) implementation of new features of the Service,
- 3) changes in tools or technologies used.

The current version is always available on the Service.