
PRIVACY POLICY

Privacy and Personal Data Protection Policy of b-tools.pl

Version date: 30.04.2026

1. DATA CONTROLLER

The controller of personal data collected via the b-tools.pl website is:

- B-Tools sp. z o.o.
- Tax ID (NIP): 7011201881
- Statistical number (REGON): 528442670
- Court Registration Number (KRS): 0001100729
- Address: ul. Aleje Jerozolimskie 89/43, 02-001 Warszawa, woj. mazowieckie, Polska
- E-mail: info@b-tools.pl
- Website: b-tools.pl

The Controller makes every effort to ensure that personal data is processed in accordance with GDPR (Regulation (EU) 2016/679 of 27 April 2016) and other applicable data protection laws.

2. PURPOSES AND LEGAL BASES FOR PROCESSING

2.1. Contact Form / Consultation Request

- Purpose: responding to enquiries, arranging consultations or audits.
- Legal basis: Art. 6(1)(b) GDPR (steps taken at the request of the data subject prior to entering into a contract) or Art. 6(1)(f) GDPR (legitimate interest of the Controller in handling business enquiries).
- Data collected: name, e-mail address, company name, phone number (optional), message content.
- Retention period: up to 12 months from the last contact or until an objection is raised.

2.2. Marketing and Commercial Communication (planned)

- Purpose: sending newsletters, commercial information, and marketing materials by electronic means.
- Legal basis: Art. 6(1)(a) GDPR (consent of the data subject).
- Data collected: e-mail address, name (optional).
- Retention period: until withdrawal of consent or unsubscription.

- Newsletter and e-mail communications are conducted only after obtaining separate, voluntary consent. Remarketing is carried out via Meta Pixel and Google Ads on the basis of consent given by the User in the cookie banner.

2.3. Preparation of Offers and Contract Conclusion

- Purpose: preparing commercial offers, negotiations, and concluding service agreements.
- Legal basis: Art. 6(1)(b) GDPR (processing necessary to take steps prior to entering into a contract).
- Data collected: contact details, company data, service scope.
- Retention period: for the duration of the contract and thereafter until expiry of the limitation period for claims (generally 3 years for commercial claims under Polish law).

2.4. Invoicing and Accounting/Tax Obligations

- Purpose: issuing VAT invoices, maintaining accounting records, and fulfilling tax obligations.
- Legal basis: Art. 6(1)(c) GDPR (legal obligation — Accounting Act, Tax Ordinance).
- Data collected: identification data, company data, tax ID (NIP), billing details.
- Retention period: for the period required by applicable tax and accounting law — generally 5 years from the end of the calendar year in which the tax payment deadline fell.

2.5. Website Analytics

- Purpose: analysis of Website traffic, improving service quality and website functionality.
- Legal basis: Art. 6(1)(a) GDPR — consent given by the User via the cookie banner. Analytical and marketing cookies are activated only after consent is given.
- Tool: Google Analytics 4 (GA4) — Google Ireland Limited. GA4 collects technical and statistical data about use of the Website (device, browser, approximate location, interactions). Data may be processed in aggregated form depending on configuration.

2.6. Remarketing and Advertising

- Purpose: displaying personalised advertisements for B-Tools sp. z o.o. on external platforms.
- Legal basis: Art. 6(1)(a) GDPR (consent given via cookie banner).
- Tools: Meta Pixel (Facebook/Instagram), Google Ads.

3. RECIPIENTS OF PERSONAL DATA

- Bitrix24 — CRM system for managing client relationships and communications; service provided by Bitrix24 (entity serving European accounts, bitrix24.com); processing is carried out under the applicable terms of service and/or data processing agreement (DPA).
- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland — Google Workspace (e-mail, Drive), Google Analytics 4, Google Ads; processing is carried out under data processing agreements and US data transfer mechanisms (EU-U.S. Data Privacy Framework or SCC).

- Meta Platforms Ireland Ltd., 4 Grand Canal Square, Dublin 2, Ireland — Meta Pixel (Facebook/Instagram Ads); data may be transferred to the USA under the EU-U.S. Data Privacy Framework or SCC.
- Taxxo (platforma2.taxxo.pl) — accounting system used for invoicing and financial documentation; processing is carried out under a data processing agreement.
- Hosting and IT infrastructure providers — as data processors.
- Public authorities — in cases provided for by law.

The Controller does not sell personal data to third parties.

4. TRANSFERS TO THIRD COUNTRIES

Due to the use of Google and Meta services, personal data may be transferred to the United States of America (USA). Such transfers take place on the basis of:

- the European Commission adequacy decision under the EU-U.S. Data Privacy Framework (DPF) of 10 July 2023 — where the recipient is a participant in that programme (including Google LLC and Meta Platforms Inc.); or
- Standard Contractual Clauses (SCC) approved by the European Commission with required supplementary measures — for recipients not covered by the DPF.

5. RIGHTS OF DATA SUBJECTS

- Right of access (Art. 15 GDPR) — the right to obtain information about data being processed and a copy thereof.
- Right to rectification (Art. 16 GDPR) — the right to correct inaccurate or incomplete data.
- Right to erasure (Art. 17 GDPR) — the "right to be forgotten", where no grounds for further processing exist.
- Right to restriction of processing (Art. 18 GDPR) — the right to request suspension or restriction of data processing.
- Right to data portability (Art. 20 GDPR) — the right to receive data in a machine-readable format.
- Right to object (Art. 21 GDPR) — the right to object to processing based on the legitimate interest of the Controller.
- Right to withdraw consent — at any time, without affecting the lawfulness of processing carried out before withdrawal.
- Right to lodge a complaint with a supervisory authority — the President of the Polish Personal Data Protection Office (UODO), ul. Stawki 2, 00-193 Warsaw; or the competent supervisory authority in the User's country of residence.

Requests regarding rights may be submitted to: info@b-tools.pl

6. DATA SECURITY

- encryption of connections using SSL/TLS protocol;
- access controls for data processing systems;
- regular security reviews and updates.

6a. DATA PROTECTION OFFICER

The Controller has not appointed a Data Protection Officer (DPO), as in the Controller's assessment the processing of personal data via the b-tools.pl website does not give rise to an obligation to appoint a DPO under Art. 37 GDPR. For any data protection enquiries, Users may contact the Controller directly at: info@b-tools.pl

7. SOURCE OF PERSONAL DATA

In the context of the Website, the Controller processes primarily personal data obtained directly from Users — in particular, data voluntarily provided in the contact form on b-tools.pl or communicated by e-mail or telephone. In individual cases, data may come from publicly available sources or business partners, strictly to the extent necessary for establishing contact or preparing an offer.

8. AUTOMATED DECISION-MAKING AND PROFILING

The Controller does not engage in automated decision-making within the meaning of Art. 22 GDPR that would produce legal effects or similarly significantly affect Users.

Analytical and advertising tools used by the Controller (Google Analytics 4, Meta Pixel, Google Ads) may automatically collect behavioural data and create statistical profiles for advertising optimisation purposes. These activities are based on the User's prior consent given via the cookie banner and do not result in individual automated decisions. Users may object to such profiling by withdrawing consent to marketing cookies.

9. TIME LIMIT FOR EXERCISING RIGHTS

The Controller processes requests concerning rights under GDPR (Art. 15–21) without undue delay, and in any event within 30 days of receipt. In complex cases or where a large number of requests are received, this period may be extended by a further 60 days, of which the Controller will inform the applicant within the first 30 days, stating the reason for the delay (Art. 12(3) GDPR).

10. COOKIES

Detailed information on cookies used on the Website is contained in a separate document — the Cookies Policy, available at b-tools.pl. Users may change or withdraw their cookie consent at any time via the consent management panel on the Website (the "Cookie Settings" link in the footer).

11. CHANGES TO THE PRIVACY POLICY

The Controller reserves the right to amend this Privacy Policy in the event of changes in law, data processing scope, or for other justified reasons. Users will be informed of material changes via a notice on the Website.

12. CONTACT

For matters relating to personal data protection, please contact: info@b-tools.pl

This Privacy Policy is effective from 30.04.2026.