Printstrap

Privacy and cookie policy

Effective from 21 November 2026.

1. Controller

1. The controller of your personal data is Janusz Ciosek, doing business under the name P.P.H.U. Janusz Ciosek WIELKA REKLAMA, ul. ks. Jerzego Popiełuszki 13, 98-300 Wieluń, Poland, tax ID (NIP) 832-000-27-20, REGON 730018779, owner of the Printstrap online store (printstrap.com) ("we", the "Controller").
2. For matters relating to personal data, write to info@printstrap.com or to the postal address above.

2. What data we process

- contact and address details: name, delivery and billing address, e-mail, phone,
- company details: name, tax ID or EU VAT number, address, website, details of contact persons and of people added to a Business Account,
- order data: products purchased, payments (without card details), deliveries, returns and complaints,
- Account data: e-mail address, saved details, order history, assigned price level, price level applications and the result of their verification,
- the content of correspondence, contact forms and requests for quotation,
- print files and designs provided for orders based on a quotation, which may contain personal data (e.g. images, names),
- technical data: IP address, browser type, date and time of requests in server logs, data stored in cookies and browser storage (section 11).

3. Purposes and legal bases

Purpose — Legal basis (GDPR)
Concluding and performing the sales contract, including payment, delivery and contact about the order — Art. 6(1)(b)
Running the Account and Business Account, sign-in with an e-mailed code, handling forms — Art. 6(1)(b)
Verifying a company and granting a price level for businesses, agencies or wholesale (section 8) — Art. 6(1)(b), and for data of contact persons — Art. 6(1)(f)
Assessing a trade credit application: reviewing the company's data and financial documents, checking the company in public registers and with business information bureaus, and passing the data and documents from the application to our financing partner (a factoring company or credit insurer) for risk assessment — Art. 6(1)(b) (steps taken at your request before entering into a contract) and Art. 6(1)(a) (consent given in the application — you may withdraw it at any time, in which case we stop processing the application), and for data of contact persons and company representatives — Art. 6(1)(f)
Checking an EU VAT number in the VIES system for a purchase at the 0% rate — Art. 6(1)(c)
Issuing invoices, accounting, tax settlements (including KSeF) — Art. 6(1)(c)
Handling withdrawals and complaints — Art. 6(1)(c)
Replying to messages, requests and quotations before a contract is concluded — Art. 6(1)(b), and for company contact persons — Art. 6(1)(f)
Contact with people representing companies, public bodies and agencies — Art. 6(1)(f) (our legitimate interest: handling the business relationship)
Establishing, exercising and defending legal claims — Art. 6(1)(f)
Store security and abuse prevention (e.g. limiting sign-in attempts) — Art. 6(1)(f)
Anonymous, cookie-free visit statistics for the Store (pages viewed, where visitors come from, country, device type) — Art. 6(1)(f) (our legitimate interest: assessing and improving the Store)

The Store does not send a newsletter, does not use advertising tools and does not profile you for marketing purposes. We only keep anonymous, cookie-free visit statistics (section 11, point 3).

Providing data is voluntary, but without the data needed for the order we cannot conclude and perform the contract, and without the data required by law we cannot issue an invoice.

4. Where we get data from

You provide most of the data yourself. We complete and check company data in public registers: the European Commission's VIES

system, the Polish Ministry of Finance register of VAT taxpayers, the National Court Register (KRS) and CEIDG, as well as on the company's website. Data of people added to a Business Account is provided by the person inviting them. Data of agencies' clients is provided to us by the agency (section 9). For a trade credit application — based on the consent given in the application — we or our financing partner may obtain information about the company from business and credit information bureaus.

5. How long we keep data

- order data — until the limitation period for contractual claims expires (as a rule 6 years, and 3 years for claims related to business activity, counted to the end of the calendar year),
- accounting and tax documents — 5 years from the end of the calendar year in which the tax payment deadline expired,
- complaints and withdrawals — until the liability period and the limitation period for claims expire,
- Account — until it is deleted, except for data we must keep longer under the law,
- sign-in codes — 15 minutes, and a sign-in session — up to 30 days or until you sign out,
- price level applications and verification results — for as long as the Account exists,
- trade credit applications and their documents — 180 days after the application is refused or withdrawn, 365 days after the last activity if no decision has been made, and, if credit is granted, for the term of the trade credit agreement,
- enquiries and correspondence — until the matter is dealt with, and then for up to 12 months, unless they relate to a contract,
- design files (e.g. logos, graphics) — up to 90 days after the order is delivered, and files sent without an order being placed — up to 30 days; we keep the approved proof as evidence of approval for the period of liability for the conformity of the product with the contract (2 years from delivery),
- technical data from server logs — for as long as needed to keep the Store secure, no longer than 12 months,
- cookies — for the periods given in section 11.

6. Who we share data with

1. Hosting and e-mail: CyberFolks S.A. (Poland) — the server on which the Store runs and the e-mail mailboxes in the printstrap.com domain. The Store runs on the Controller's own software.
2. Payment operators: Stripe Payments Europe, Ltd. (Ireland) — card, Apple Pay and Google Pay payments; PayPro S.A. (Przelewy24, Poland) — BLIK and instant transfers. You enter card details directly with the operator.
3. Production plants in Poland (subcontractors) that make and ship personalised products — to the extent needed for production and shipping: design files and the content of the print, the proof and the recipient's details on the label (name or company name, delivery address, phone). We do not pass your e-mail address or payment details on to them. We also share data with courier companies and pallet carriers and a parcel booking intermediary (Furgonetka) — to the extent needed to prepare and deliver the shipment (name or company name of the recipient, delivery address, phone, contents of the shipment).
4. IT and software service providers supporting the operation of the Store, including invoicing software, and telecommunications providers — if we contact you by phone or text message.
5. Providers of our accounting and legal services.
6. Public authorities, where required by law, including the Head of the National Revenue Administration via KSeF.
7. Financing partner (a factoring company or credit insurer) — the data and documents from a trade credit application, to the extent needed for risk assessment, with your consent given in the application. The partner processes them as a separate controller.

The entities in points 1, 3 and 4 process data on our behalf under data processing agreements or as separate controllers to the extent resulting from their services (e.g. carriers, payment operators).

7. Transfers outside the European Economic Area

Some recipients (e.g. Stripe, Inc. in the USA) may process data outside the EEA. Such transfers are based on a European Commission adequacy decision (the USA for entities certified under the EU-U.S. Data Privacy Framework) or on standard contractual clauses approved by the Commission. You can obtain a copy of the safeguards by writing to us.

8. Company verification and automatic granting of a price level

1. When you save company details in your Account or apply for agency or wholesale prices, the Store automatically checks: the status of the VAT number (VIES, register of VAT taxpayers), data in the KRS, whether the company name matches, the company's website and whether the e-mail address is in a company domain. For wholesale applications we also take into account the value of orders in the last 12 months and the declared purchase volume.
2. On this basis the Store may automatically grant a more favourable price level. The automated process never lowers a price level. Unclear cases and refusals are reviewed by a member of staff.
3. If a decision was taken automatically, you may request that it be reviewed by a member of staff, express your point of view and

contest it — write to info@printstrap.com.

9. Data of company contact persons, people in a Business Account and data in public procurement

1. We usually receive data of employees and associates of companies, public bodies and agencies (name, position, business e-mail and phone) from them directly or from their employer or principal. We process it to handle the business relationship (Art. 6(1)(f) GDPR).
2. A person invited to a Business Account gets access only after accepting the invitation. The owner of the Business Account can see the orders placed for that Account.
3. Data contained in offers and contracts in public procurement may be disclosed by the contracting authority under the rules on public procurement and access to public information.
4. Data of agencies' clients that an agency provides to us for shipping is processed on behalf of the agency as a processor (§ 15 of the Terms).

10. Your rights

You have the right to:

- access your data and receive a copy,
- rectify your data,
- erasure of your data,
- restriction of processing,
- data portability,
- object to processing based on our legitimate interest,
- human intervention in an automated decision (section 8),
- lodge a complaint with the President of the Polish Personal Data Protection Office (ul. Stawki 2, 00-193 Warsaw, uodo.gov.pl) or with the supervisory authority in your country of residence.

To exercise your rights, write to info@printstrap.com. If you have an Account, you can download a copy of your data and delete the Account yourself in the "Privacy and data" section of the Account.

11. Cookies and browser storage

1. The Store uses only cookies and browser storage that are necessary for it to work. They do not require consent, which is why the Store does not display a cookie banner.
2. List:

Name — Type — Purpose — Retention
dsp_s — cookie — Account sign-in session — up to 30 days or until you sign out
dsp_lang — cookie — remembering the selected language — 12 months
dsp_cc — cookie — remembering the selected delivery country (currency, VAT, delivery cost) — 12 months
dsp_cart — browser storage (localStorage) — cart contents — until the cart is emptied or browser data is cleared

3. We do not use analytics or advertising cookies and do not embed third-party tools that track your activity. We keep visit statistics with Umami, running on our own server. It stores nothing on your device, does not keep your IP address and does not link visits to your identity. It collects only aggregate data: pages viewed, the page you came from, country, language, and browser and device type. The data is not passed to other companies. If we ever want to use analytics or advertising cookies, we will ask for your consent beforehand and update this policy.
4. You can delete or block cookies in your browser settings. Without them, signing in will not work and the cart and language choice will not be remembered.
5. On the payment operator's page (Stripe, Przelewy24) that operator's cookie policy applies.

12. Security

We use technical and organisational measures appropriate to the risk, including an encrypted connection (HTTPS), sign-in to the Account with a one-time code, limits on sign-in attempts, restricted staff access to data and a secured sign-in to the Store's back office with support for two-factor authentication.

13. Changes to this policy

We may change this policy when the law or the tools we use change. The current version is always available in the Store, with the

effective date at the top.