

PRIVACY AND COOKIE POLICY

momentumsquads.com

Last updated: April 7, 2025

1. Introduction

This Privacy and Cookie Policy ("Policy") describes how Momentum Squads ("we", "us", "our") collects, uses, and protects personal data of users ("you", "User") of our website at <https://momentumsquads.com/en/> ("Website"). We are committed to protecting your privacy and complying with applicable data protection legislation, including the General Data Protection Regulation (GDPR) where applicable.

By using the Website, you agree to the collection and use of information in accordance with this Policy. If you do not agree with any part of this Policy, please discontinue use of the Website.

2. Data Controller

The controller of your personal data is Momentum Squads. Contact details:

- Website: <https://momentumsquads.com/en/>
- Email: info@momentumsquads.com

3. What Personal Data We Collect

3.1 Data You Provide Directly

When you fill in contact forms, request a quote, subscribe to our newsletter, or otherwise interact with us, we may collect:

- Full name
- Company name
- Email address
- Phone number
- Message content and any other information you choose to share

3.2 Data Collected Automatically

When you visit the Website, we automatically collect certain technical data, including:

- IP address
- Browser type and version
- Operating system
- Referring/exit pages
- Date and time of visit
- Pages viewed and navigation path

- Device type and screen resolution

4. Purposes and Legal Bases for Processing

We process your personal data for the following purposes:

- Responding to your enquiries and providing our services — legal basis: performance of a contract or pre-contractual steps (Art. 6(1)(b) GDPR) or our legitimate interests (Art. 6(1)(f) GDPR).
- Sending marketing communications, newsletters, and promotional materials — legal basis: your explicit consent (Art. 6(1)(a) GDPR). You may withdraw consent at any time.
- Improving the Website's functionality and user experience — legal basis: our legitimate interests (Art. 6(1)(f) GDPR).
- Compliance with legal obligations — legal basis: legal obligation (Art. 6(1)(c) GDPR).
- Pursuing or defending legal claims — legal basis: our legitimate interests (Art. 6(1)(f) GDPR).

5. Cookie Policy

5.1 What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They allow the website to recognise your device and remember certain information about your visit.

5.2 Types of Cookies We Use

We use the following categories of cookies:

- **Strictly Necessary Cookies** — essential for the Website to function. They enable core features such as security, page navigation, and access to restricted areas. These cannot be disabled.
- **Performance / Analytics Cookies** — collect anonymous data on how visitors use the Website (e.g., pages visited, time spent). We use Google Analytics for this purpose. This helps us improve the Website.
- **Functional Cookies** — remember your preferences (e.g., language, region) to provide a personalised experience.
- **Marketing / Targeting Cookies** — used to deliver relevant advertising and track the effectiveness of our campaigns. These may be set by third-party services such as Google Ads, Facebook Pixel, LinkedIn Insight Tag, and others.

5.3 Third-Party Services

We may use services from the following third parties that may set cookies or collect data:

- Google Analytics — web analytics (Google LLC, USA)
- Google Ads — advertising
- Facebook Pixel (Meta Platforms) — advertising and analytics
- LinkedIn Insight Tag — B2B advertising and analytics

These providers may transfer data outside the EEA. Such transfers are protected by Standard Contractual Clauses approved by the European Commission or equivalent safeguards.

5.4 Managing Cookies

You can control and manage cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of the Website. For more information, visit the help section of your browser:

- Chrome: Settings → Privacy and security → Cookies
- Firefox: Options → Privacy & Security → Cookies and Site Data
- Safari: Preferences → Privacy → Manage Website Data
- Edge: Settings → Site permissions → Cookies and site data

6. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, or as required by law. Specifically:

- Data submitted via contact forms: up to 3 years from the last contact.
- Marketing consent data: until you withdraw consent.
- Technical/log data: up to 12 months.

7. Data Sharing and Recipients

We do not sell your personal data. We may share it with:

- Service providers acting as data processors on our behalf (hosting, email, accounting, marketing, analytics) — bound by data processing agreements.
- Business cluster partners for purposes you have consented to or as permitted by law.
- Law enforcement or regulatory bodies when required by applicable law.

Data is generally processed within the EEA. Where transfers outside the EEA occur (e.g., when using Google services), we ensure adequate safeguards are in place.

8. Your Rights

Under applicable data protection law, you have the following rights:

- Right of access — obtain confirmation of whether we process your data and request a copy.
- Right to rectification — request correction of inaccurate or incomplete data.
- Right to erasure ('right to be forgotten') — request deletion of your data under certain circumstances.
- Right to restriction of processing — request that we limit how we use your data.
- Right to data portability — receive your data in a structured, machine-readable format.
- Right to object — object to processing based on legitimate interests or for direct marketing.
- Right to withdraw consent — at any time, without affecting prior lawful processing.
- Right to lodge a complaint — with a supervisory authority in your country of residence.

To exercise any of these rights, please contact us at: info@momentumsquads.com

9. Data Security

We implement appropriate technical and organisational measures to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access. These measures include SSL/TLS encryption, access controls, firewall protection, and regular security reviews.

10. Children's Privacy

Our Website is not directed at children under 16 years of age. We do not knowingly collect personal data from children. If you believe a child has provided us with personal data, please contact us and we will delete it promptly.

11. Changes to This Policy

We reserve the right to update this Policy at any time. The current version is always available on this page. We will notify you of material changes by posting a notice on our Website. Continued use of the Website after changes constitutes acceptance of the updated Policy.

12. Contact

For any questions, requests, or complaints relating to this Policy or our data processing activities, please contact us:

- Email: info@momentumsquads.com
- Website: <https://momentumsquads.com/en/>