

PRIVACY POLICY

MemoryPoster

Last updated: 10.02.2026

1. Data Controller

The controller of your personal data is:

CaSaDia Prosta Spółka Akcyjna (CaSaDia PSA)

ul. Budowlanych 65

80-298 Gdańsk

Poland

KRS: 0001016354

Email (privacy matters): privacy@memoryposter.eu

General contact: contact@memoryposter.eu

2. Scope of This Privacy Policy

This Privacy Policy applies to the MemoryPoster website and application (the “Service”), a B2C platform allowing users to create personalized travel posters based on uploaded photos and travel-related information and to purchase digital and/or printed versions.

3. Categories of Personal Data

We may process the following categories of personal data:

3.1 Identification & Contact Data

- First name and last name
- Email address, encrypted password
- Phone number
- Billing and shipping address

3.2 User-Generated Content

- Uploaded photos, including profile photo (optional)
- Travel-related data (e.g. location, dates, descriptions)
- Generated posters and design outputs
- Facebook/Instagram data: name, surname, profile photo, contacts, e-mail, photos.

3.3 Order & Transaction Data

- Order details
- Purchase history
- Payment status and invoices

Payment card details are processed exclusively by our payment provider and are **never stored** by MemoryPoster.

3.4 Technical & Usage Data

- IP address
- Device and browser information
- Cookies and analytics data

3.5 Authentication Data

- Login credentials handled via Firebase Authentication

3A. Special Categories of Data

The Controller does not require Users to provide special categories of personal data within the meaning of Art. 9 GDPR.

Users should not upload photos or content containing sensitive data (e.g. health information, religious beliefs, biometric data).

If such data is inadvertently included in User Content, it will be processed solely to the extent necessary to provide the Service.

4. Purposes of Processing

Personal data is processed for the following purposes:

- Creation and management of user accounts
- Generation of personalized posters
- Processing and fulfillment of digital and printed orders
- Payment handling and invoicing
- Customer support and communication, including newsletter
- Fraud prevention and platform security
- Analytics and improvement of the Service
- Compliance with legal and accounting obligations

Direct Marketing and Newsletter

Where the User has provided consent, the Controller may send commercial communications electronically.

The legal basis for processing is:

- the User's consent (Art. 6(1)(a) GDPR), and/or
- the Controller's legitimate interest in promoting its own products and services (Art. 6(1)(f) GDPR), where permitted by law.

The User may withdraw consent to receive marketing communications at any time.

5. Legal Bases for Processing

We process personal data on the basis of:

- **Performance of a contract** (Art. 6(1)(b) GDPR)
- **Legal obligations** (Art. 6(1)(c) GDPR)
- **Legitimate interests** (Art. 6(1)(f) GDPR), including service security and improvement
- **Consent** (Art. 6(1)(a) GDPR), where applicable

Withdrawal of Consent

Where processing is based on consent (Art. 6(1)(a) GDPR), the User has the right to withdraw consent at any time, without affecting the lawfulness of processing carried out before its withdrawal.

Consent may be withdrawn by:

- clicking the unsubscribe link in marketing emails,
- contacting privacy@memoryposter.eu.

5A. Mandatory or Voluntary Nature of Data Provision

Providing personal data is:

- voluntary, however
- necessary for the conclusion and performance of the Agreement and for using certain functionalities of the Service.

Failure to provide data required for account registration or order fulfillment will prevent the creation of an Account or the completion of a purchase.

Providing data for marketing purposes (e.g. newsletter subscription) is voluntary and does not affect the ability to use the core functionalities of the Service.

6. Data Storage and Infrastructure

All personal data is stored and processed within the European Economic Area (EEA).

We use the following service providers:

- Amazon Web Services (AWS) – cloud infrastructure

- Google Firebase Authentication – user authentication
- Google Analytics – usage analytics
- Google reCAPTCHA – protection against abuse
- Mollie – payment processing
- International Print House – Grzegorz Lechowski – printing and fulfillment

6A. Security Measures

The Controller implements appropriate technical and organizational measures to ensure the security of personal data, including:

- encrypted data transmission (SSL/TLS),
- password encryption and secure authentication mechanisms,
- restricted access to personal data limited to authorized personnel,
- regular system updates and security monitoring,
- data processing agreements with processors,
- infrastructure monitoring and incident response procedures.

7. Data Sharing and Processors

Personal data is shared only with trusted processors to the extent necessary to provide the Service.

We do **not sell** personal data to third parties.

7A. Categories of Data Recipients

In addition to the processors listed above, personal data may be disclosed to the following categories of recipients:

- accounting and bookkeeping service providers,
- legal advisors and law firms,
- IT service providers and system maintenance partners,
- email marketing and communication service providers,
- public authorities where disclosure is required by law.

Personal data is shared only to the extent necessary to fulfill the purposes described in this Privacy Policy.

8. International Data Transfers

If personal data is transferred outside the EEA, it is protected by appropriate safeguards, including standard contractual clauses approved by the European Commission.

9. Data Retention

Personal data is retained:

- for the duration of the user account,

- as long as necessary to fulfill orders and provide the Service,
- as required by applicable accounting and tax laws,
- until deletion is requested, unless retention is legally required.

User-generated content may be retained for a limited period after order completion for support and quality purposes.

10. Automated Decision-Making and Profiling

MemoryPoster does **not** conduct automated decision-making or profiling within the meaning of Art. 22 GDPR.

11. Cookies and Tracking Technologies

The Service uses the following categories of cookies:

1. Essential (Technical) Cookies

Necessary for the proper functioning of the Service, including authentication and security.

2. Analytical Cookies

Used to analyze traffic and improve the Service (e.g. Google Analytics). Data is processed in aggregated form.

3. Marketing Cookies (if applicable)

Used for marketing and remarketing purposes.

Cookies may be stored:

- for the duration of a session (session cookies),
- for a specified period defined in browser settings (persistent cookies).

Users may manage cookie preferences through the cookie management tool available in the Service.

12. Rights of Users

Users have the right to:

- access their personal data,
- rectify inaccurate data,
- erase personal data (“right to be forgotten”),
- restrict processing,
- data portability,
- object to processing,
- lodge a complaint with a supervisory authority.

Requests may be sent to **privacy@memoryposter.eu**.

Account deletion requests may be sent to **support@memoryposter.eu**.

13. Users Outside the European Union

Users outside the EU acknowledge that their data is processed in accordance with EU data protection standards.

14. Age Restriction

The Service is intended exclusively for users aged **18 years or older**.

15. Changes to This Policy

We may update this Privacy Policy from time to time. The current version is always available on the website.