Privacy and Personal Data Protection Policy

Effective from: 2026-11-24

At LD4B Sp. z o.o., we place great importance on protecting privacy and personal data. This policy explains how we collect, store, process, and share personal data in connection with operating our website and providing services to clients in Poland and abroad, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR) and the Act of 10 May 2018 on the Protection of Personal Data.

Scope of the Policy

This policy applies to all personal data we collect via our website, contact forms, email, telephone conversations, and while providing services, including shipping, invoicing, and customer support. The document also describes cooperation with external entities (e.g., cloud services, couriers).

Data Administrator

The personal data administrator is:

Name: LD4B Sp. z o.o.
Registered office: ul. Oginskiego, 11 – 9, Warsaw, 03-318, Poland
Manufacturing address: Konstruktorska str. 6 – 108, Warsaw, 02-673, Poland
NIP: 5243006979
REGON: 528661299, KRS 0001106041
E-mail: poland@ld4b.com / contact@ld4b.com

What Data We Process and Why

We collect data such as first name, last name, email address, phone number, shipping details, company information, or any information you voluntarily provide via our website forms, in email correspondence, as well as publicly available business contact data that we may obtain to initiate business contact.

The data is used to respond to inquiries, fulfill orders, conduct correspondence, issue documents (e.g., invoices), and, if you give your consent, for marketing purposes.

The data is stored mainly in secure cloud services such as Google Workspace (Google Drive) and in the HubSpot system, which we use for contact and customer communication management. Data may also be temporarily downloaded locally to a computer (e.g., to print an invoice) with appropriate safeguards in place.

Sharing Personal Data

Personal data is not shared with any third parties except for:

- IT service providers that process data on our behalf, such as Google (Google Workspace, Google Analytics, Google Ads) and HubSpot (contact management and website analytics),

- courier companies (e.g., FedEx, DHL, UPS), to the extent necessary to complete delivery,
- accounting offices and legal advisors, if required by law,
- public administration authorities, only when there is a legal obligation to provide the data.

In exceptional situations, when we are unable to fulfill a request ourselves, we may, based on our legitimate interest, share contact details (e.g., a business email address) with a trusted business partner solely to enable cooperation between interested parties.

Any data subject may object to such processing and sharing of contact details. In such cases, we will not share data with other entities for the purpose described.

Legal Basis for Processing

We process personal data based on:

- your consent (e.g., for marketing contact, analytics and advertising cookies),
- necessity to perform a contract or take steps prior to entering into a contract,
- legal obligations (e.g., invoice retention),
- our legitimate interest, such as analysis, customer communication, or complaint handling.

Data Retention Period

We store data only for the period necessary to achieve the purpose:

- Contact and order data: up to 5 years;
- Accounting data (e.g., invoices): according to legal requirements, e.g., 5 years following the end of a fiscal year;
- Marketing data: until consent is withdrawn;
- Local files: deleted after completing the operational process (e.g., printing).

Rights of Data Subjects

You have the right to:

- access your data,
- rectify or supplement your data,
- erase your data (“right to be forgotten”),
- restrict processing,
- object to processing,
- transfer your data to another administrator (where technically feasible),

- withdraw consent at any time;
- lodge a complaint with the supervisory authority, the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych), ul. Stawki 2, 00-193 Warsaw, Poland.

You can exercise these rights by email at poland@ld4b.com or in writing to LD4B Sp. z o.o., ul. Konstruktorska, 6 – 108, Warsaw, 02-673, Poland.

Providing personal data in connection with a contract or services is voluntary, but necessary to conclude and perform it; without it, we cannot conclude the contract or provide the services.

We do not engage in automated decision-making or profiling that produces legal effects.

Cookies and Similar Technologies

Our website www.ld4b.com uses cookies and similar technologies in three categories. On your first visit, a cookie banner asks which of the optional categories you allow.

Strictly necessary cookies

These make the website work and remember your cookie choice. They do not require your consent.

- HubSpot (__hs_cookie_cat_pref, __hs_opt_out, __hs_do_not_track): store your cookie preferences; up to 6 months.

Analytics cookies (only with your consent)

They help us understand how visitors use the website, for example which product pages are viewed, so that we can improve it.

- Google Analytics 4 (_ga, _ga_<ID>): distinguishes visitors and sessions; up to 2 years;
- HubSpot analytics (hubspotutk, __hstc, __hssc, __hssrc): recognizes returning visitors and links a quote request to earlier visits; up to 6 months (__hssc: 30 minutes; __hssrc: until the browser is closed).

Advertising cookies (only with your consent)

They measure whether our Google Search ads lead to visits and quote requests, so that we pay only for ads that work.

- Google Ads conversion tracking (_gcl_au, _gcl_aw): up to 90 days.

We load these services through Google Tag Manager, which itself sets no cookies. Until you accept a category, we use Google Consent Mode: Google receives only cookieless signals without identifiers (for example, that a page was viewed), and no analytics or advertising cookies are stored on your device.

Legal basis

Strictly necessary cookies: our legitimate interest in running a secure and working website (Article 6(1)(f) GDPR). Analytics and advertising cookies: your consent (Article 6(1)(a) GDPR and Article 399 of the Polish Electronic Communications Law of 12 July 2024). You can withdraw your consent at any time through the “Cookie settings” link at the bottom of every page. Withdrawal does not affect the lawfulness of processing carried out before it.

Recipients and transfers outside the EEA

- Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland (Google Analytics, Google Ads, Google Tag Manager);
- HubSpot Ireland Limited, One Dockland Central, Guild Street, Dublin 1, Ireland (HubSpot; our account is hosted in the EU data center).

Both providers may transfer data to their parent companies in the United States. These transfers rely on the EU-U.S. Data Privacy Framework, under which Google LLC and HubSpot, Inc. are certified, and on the European Commission's standard contractual clauses.

Quote form

When you send the quote form on our website, the data you enter (name, company, country, email address, message and the selected part) goes to our HubSpot account so that we can answer you. We use it only to handle your request and any order that follows. If you have accepted analytics and advertising cookies, we also record the fact that a form was sent, without your name or email address, as an event in Google Analytics and Google Ads.

Your choices

Besides the "Cookie settings" link, you can block or delete cookies in your browser settings. If you block strictly necessary cookies, the website may not remember your cookie choice.

Changes to the Policy

We reserve the right to make changes to this policy. The current version will always be available on our website www.ld4b.com, with the effective date indicated above.

Contact

For matters related to the processing of personal data, please contact us:
LD4B Sp. z o.o.
ul. Konstruktorska, 6 – 108, Warsaw, 02-673, Poland
Email: poland@ld4b.com
