

# Privacy and Cookies Policy

Last updated: 16 July 2025

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## 1. Data Controller

The controller of your personal data is:

**Growth Laboratory – Karolina Dobkowska**  
ul. Krępicka 46c/4, 54-018 Wrocław, Poland  
email address: [hello@growthlaboratory.io](mailto:hello@growthlaboratory.io)  
(website: [www.growthlaboratory.io](http://www.growthlaboratory.io))

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## 2. What data do we process and for what purpose?

We process your personal data for the following purposes:

### a) Contact form

When you contact us via the contact form, we process your data (e.g., name, email address, message content) solely for the purpose of responding to your inquiry.

**Legal basis:** Article 6(1)(f) of the GDPR – our legitimate interest in maintaining communication and responding to received inquiries. Providing your data is voluntary but necessary to receive a reply from us.

### b) Website analytics (Google Analytics 4)

We use tools such as Google Analytics 4 to analyze website traffic and optimize its operation. The data collected is pseudonymized (meaning it does not directly identify you without additional information) and includes, for example, anonymized IP address, information about your browser, operating system, traffic source, and visited pages.

**Legal basis:** Article 6(1)(a) of the GDPR – your consent, expressed via the cookies banner. We activate Google Analytics 4 only after obtaining your active consent, in accordance with your choices on the cookie banner.

**Retention period:** 28 months from the user's last activity, or shorter if the user withdraws consent.

### c) Marketing and advertising activities

Our website uses tags/pixels from advertising platforms, including:

- Meta Pixel (Facebook/Instagram),
- LinkedIn Insight Tag,
- Google Ads Remarketing.

They serve remarketing purposes (displaying our ads to you after you leave our website) and measuring the effectiveness of our advertising campaigns. In this context, your data may be used for profiling, meaning creating general user profiles based on your behavior on the website to better tailor the ads you see.

**Legal basis:** Article 6(1)(a) of the GDPR – your consent, expressed via the cookies banner. These tags are activated only after you have actively consented to marketing cookies.

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## 3. How long do we store your data?

### **Contact form data:**

We store this data for the time necessary to respond to your inquiry and in case of further correspondence on the same matter, but no longer than 12 months from the date of last contact.

### **Analytics data:**

Up to 28 months from your last activity or shorter if you withdraw consent.

### **Marketing data:**

According to the settings of the platforms (Google, Meta, LinkedIn) and until you withdraw your consent.

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## 4. Who do we share your data with?

We cooperate with external entities processing data on our behalf, including:

- **OVH** – website hosting,
- **Google Ireland Limited** – Google Analytics, Google Ads,
- **Meta Platforms Ireland Limited** – Meta Pixel,

- **LinkedIn Ireland Unlimited Company** – LinkedIn Insight Tag.

Your data may be transferred to third countries (e.g., the United States) due to the use of services provided by Google, Meta, and LinkedIn. In such cases, appropriate safeguards apply, including Standard Contractual Clauses (SCC) approved by the European Commission and, where available and implemented by service providers, additional measures ensuring an adequate level of data protection in line with the GDPR.

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## 5. Your rights

As a user, you have the right to:

- ✓ access your data,
  - ✓ rectify (correct) your data,
  - ✓ erase your data (“the right to be forgotten”),
  - ✓ restrict data processing,
  - ✓ data portability,
  - ✓ object to data processing,
  - ✓ withdraw your consent at any time (this does not affect the lawfulness of processing carried out based on consent before its withdrawal),
  - ✓ lodge a complaint with the President of the Personal Data Protection Office (UODO) if you believe that we process your data unlawfully.
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## 6. Cookies and tracking technologies

### a) What are cookies?

Cookies are small text files stored on your device (computer, smartphone, etc.) that enable us to analyze website traffic and tailor advertising content.

### b) What cookies do we use and on what legal basis?

- **Necessary cookies:**

Ensure the basic functioning of the website, such as login or maintaining your session. These cookies do not require your consent.

**Legal basis:** our legitimate interest (Article 6(1)(f) of the GDPR) and Article 173(3) of the Polish Telecommunications Law.

- **Analytics cookies:**

Help us understand how users interact with the website, e.g., via Google Analytics 4. These are used only with your consent.

**Legal basis:** your consent (Article 6(1)(a) of the GDPR and Article 173(1) of the

Polish Telecommunications Law).

- **Marketing cookies:**

Used to personalize advertising and measure its effectiveness, e.g., Meta Pixel, LinkedIn Insight Tag, Google Ads Remarketing. They may involve creating user profiles to tailor advertising to your interests. Profiling in this context does not produce legal effects concerning you or similarly significantly affect you.

**Legal basis:** your consent (Article 6(1)(a) of the GDPR and Article 173(1) of the Polish Telecommunications Law).

### c) Managing consent

When you visit the website for the first time, a consent banner (Cookiebot) is displayed, allowing you to decide which categories of cookies you accept.

You have full control over your preferences and may change your cookie settings at any time:

- via a dedicated link available on our website (e.g., in the footer: “Change cookie settings”),
- in your web browser settings (e.g., blocking all or selected cookies).

Please note that disabling some types of cookies may affect the functionality of the website.

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## 7. Changes to this Privacy Policy

We reserve the right to update this policy to comply with legal changes or to reflect changes in how we process data. A new version will be published on this page with the updated date.

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### Contact

If you have any questions regarding your personal data or wish to exercise your rights, please contact us:

 [hello@growthlaboratory.io](mailto:hello@growthlaboratory.io)