



## MOTORSAGENT – PRIVACY POLICY

*(Last updated: April 18, 2025 – Covers only our public WordPress landing page at [motorsagent.com](https://motorsagent.com))*

### 1. Who We Are

**MotorsAgent PSA** – a Polish start-up based in Radom

(ul. Kazimierza Pułaskiego 6/10, 26-600 Radom, KRS 0001144930, NIP 796 303 36 52).

**Contact us:** [office@motorsagent.com](mailto:office@motorsagent.com)

### 2. Data We Collect

When you...	We collect...	Legal basis (GDPR Article)
<b>Browse our website</b>	IP address, browser & device info, pages viewed, WordPress cookies	6(1)(f) – legitimate interest to display the site, maintain security, and analyze usage patterns
<b>Contact us via form or email</b>	Your name, email address, message content	6(1)(f) – legitimate interest to respond to your inquiry
<b>Subscribe to our newsletter</b>	Email address	6(1)(a) – your consent
<b>Accept analytics/ads cookies</b>	Pseudonymous cookie IDs, on-site behavior	6(1)(a) – your consent (via cookie banner)
<b>Interact with our social media</b>	Public profile name, comments/likes	6(1)(f) – legitimate interest to manage our online presence

**Note:** No vehicle data or user account information is collected on this landing page. The mobile application has its own separate privacy policy.

### 3. Cookie Management

- **Essential cookies:** WordPress cookies for site functionality and security load automatically
- **Optional cookies:** Analytics and marketing cookies (Google Analytics 4, Meta Pixel) activate only with your explicit consent
- **Control:** Modify preferences anytime via "Cookie settings" link or your browser settings

### 4. Data Storage & Sharing

- Website hosted on managed WordPress servers within the European Union
- Newsletter subscriptions stored in Mailgun/HubSpot for email delivery
- Analytics and advertising platforms receive data only with consent
- Professional advisors (legal, accounting) may access data under confidentiality agreements
- **We do not sell or share your information with unaffiliated third parties**

## 5. Data Retention Periods

- Server logs: 14 days
- Contact form submissions: 3 years (for record of correspondence)
- Newsletter subscriptions: Until unsubscription or service termination
- Analytics cookies: Up to 14 months (Google Analytics default)

## 6. Your Privacy Rights

You may exercise these rights at any time by contacting [office@motorsagent.com](mailto:office@motorsagent.com):

- Access your personal data
- Correct inaccurate information
- Request deletion of your data
- Unsubscribe from marketing communications (link in every email)
- Withdraw cookie consent
- Object to processing based on legitimate interest
- Lodge a complaint with the Polish Data Protection Authority (UODO) or your local supervisory authority

We will respond to all requests within 30 days.

## 7. Security Measures

We implement appropriate technical and organizational measures including SSL/TLS encryption, regular updates, firewall protection, strong authentication, and daily backups. Access to personal data is limited to authorized personnel.

## 8. Automated Decision-Making

We do not engage in automated decision-making or profiling that produces legal effects or similarly significant impacts. Analytics data is used in aggregate form; advertising is contextual until user interaction.

## 9. Policy Updates

We will update this policy as needed and notify users of significant changes via website notice or direct communication (for newsletter subscribers).

Thank you for trusting MotorsAgent with your privacy!