CHEETAH
marketing collective

Effective date: 2 July 2025

Privacy Policy

The website https://cheetahmktg.com (hereinafter: the "Website") respects its Users' privacy and strives to ensure that personal data are processed in accordance with applicable law – in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 ("GDPR") and the Polish Electronic Communications Law of 10 November 2024.

1. Data Controller

The controller of your personal data is:

Mariia Tokinova Consulting
Mariia Tokinova
ul. Długa 82, 30-018 Kraków, Poland
NIP: 5252953883, VAT-EU: PL5252953883
E-mail for data-protection matters: mariia@cheetahmktg.com

2. Purposes and legal bases for processing

Your personal data may be processed for the following purposes and legal bases:

- Conclusion and performance of a marketing services contract or preparation of an offer – Article 6(1)(b) GDPR.
- Handling enquiries sent via the contact form or e-mail – Article 6(1)(f) GDPR.
- Book-keeping and tax records, issuing invoices – Article 6(1)(c) GDPR.
- Marketing of our own services (newsletter, remarketing) – Article 6(1)(a) GDPR or Article 6(1)(f) GDPR.
- Establishment, exercise or defence of claims – Article 6(1)(f) GDPR.

3. Data recipients

Data may be transferred to entities processing them on our behalf – IT, hosting, accounting, marketing tool providers and courier companies.

4. Data transfers outside the EEA

Transfers outside the EEA are based on Standard Contractual Clauses or an adequacy decision.

5. Data retention periods

Contract data – 6 years after the end of the year in which the contract expired.

Correspondence data – up to 1 year after the exchange ended.

Marketing data (consent) – until consent is withdrawn.

Cookies – according to their lifetime or until deleted by the User.

6. Your rights

You have the right to access, rectify, erase, restrict processing, data portability and to object.

You may withdraw consent at any time.

You can lodge a complaint with the Polish DPA (UODO).

7. Cookies and tracking technologies

The Website uses necessary cookies and – with your consent – analytical/marketing cookies.

8. Data security

We apply technical and organisational measures adequate to the risk.

9. Amendments

We will announce amendments 14 days in advance.

Contact: mariia@cheetahmktg.com