Privacy Policy

LAP ZERO

We respect your privacy and aim to be transparent about how personal data is processed when you visit lapzero.com.

This Privacy Policy explains what data may be processed, which services we use, and your rights under applicable data protection law.

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1. DATA CONTROLER

Andrii Chernysh, trading as Lap Zero
Email: contact@lapzero.com

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2. DATA PROCESSED WHEN YOU VISIT OUR WEBSITE

You can visit our website without directly providing information about your identity.

When you access the website, our hosting provider may automatically process technical information necessary to deliver and secure the website, such as:

- IP address
- browser and device information
- date and time of access
- requested pages
- referring website

This processing is necessary to provide a secure and reliable website and is based on our legitimate interests under Article 6(1)(f) GDPR.

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3. COOKIES AND SIMILAR TECHNOLOGIES

Our website uses cookies and comparable technologies, including local storage.

Strictly necessary technologies are required for the website to function correctly or to remember your privacy choices. These technologies may be used without consent where they are strictly necessary and permitted by applicable law.

Optional technologies are used for:

- **Analytics,** to understand how visitors use our website and improve it.
- **Marketing,** to measure advertising performance and, where applicable, support audience creation and campaign optimisation.

Optional analytics and marketing technologies are activated only after you have given the relevant consent. The legal basis for the related processing of personal data is your consent under Article 6(1)(a) GDPR.

We use FlowAppz Cookie Consent to manage and remember your cookie preferences. You can change or withdraw your consent at any time through the cookie settings available on our website.

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4. SERVICES WE USE

Webflow

Webflow may process technical information required to host, deliver, and secure the website.

We use Webflow on the basis of our legitimate interest in providing a secure and reliable website under Article 6(1)(f) GDPR.

Google Analytics 4

We use Google Analytics 4, provided by Google Ireland Limited, to understand how visitors use our website and improve its performance.

Google Analytics may process information such as:

- pages viewed
- website interactions
- approximate location
- browser and device information
- referral source

- session information

Google Analytics is activated only after you consent to Analytics technologies.

The legal basis for this processing is your consent under Article 6(1)(a) GDPR.

Meta Pixel

We use the Meta Pixel, provided by Meta Platforms Ireland Limited, to measure the effectiveness of advertising on platforms such as Facebook and Instagram and, where applicable, support advertising optimisation and audience creation.

The Meta Pixel may process information such as:

- pages visited
- website interactions
- browser and device information
- referral information
- identifiers associated with Meta technologies

The Meta Pixel is activated only after you consent to Marketing technologies.

The legal basis for this processing is your consent under Article 6(1)(a) GDPR.

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5. CONTACTING US

Our website does not contain a contact form.

If you contact us directly by email, we may process information you voluntarily provide, such as your name, email address, company information, project details and message content.

Where your enquiry relates to a potential or existing contract, processing may be based on Article 6(1)(b) GDPR. In other cases, it may be based on our legitimate interest in responding to business enquiries under Article 6(1)(f) GDPR.

6. YOUR RIGHTS

Under applicable data protection law, you may have the right to:

- access the personal data we hold about you
- request correction or deletion of your personal data
- request restriction of processing
- object to certain processing
- request data portability where applicable
- withdraw your consent at any time
- lodge a complaint with the relevant data protection authority

You can contact us at contact@lapzero.com to exercise your rights.

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7. DATA RETENTION AND INTERNATIONAL TRANSFERS

We keep personal data only for as long as necessary for the purposes described in this Privacy Policy or as required by law.

Some of our service providers may process data outside the European Economic Area, including in the United States. Where required, appropriate safeguards are used in accordance with applicable data protection law.

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8. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy when our website, services or applicable legal requirements change.