

Privacy Policy

Last updated: October 2025

This Privacy Policy explains how we collect, use, and protect your personal data when you use [orry.app](#) (the “Website”) or purchase our digital products.

We respect your privacy and process personal information in compliance with GDPR (EU Regulation 2016/679) and other applicable data protection laws.

1. Data Controller

This website is operated by:

Umakers — owned by Marta Ordowska
Registered in Poland, European Union
Email: hi@umakers.pl

For any questions regarding your data, please contact us via email.

We do not have an appointed Data Protection Officer (DPO), but all inquiries will be handled directly by the owner.

2. Scope

This policy applies to:

- Visitors of [orry.app](#)
- Customers purchasing our products through Lemon Squeezy
- Users who contact us via forms, email, or social media (Instagram, Reddit, LinkedIn, Meta Ads)

3. What Data We Collect

We collect the following types of data depending on how you interact with us:

a) When you visit our website

- IP address, browser type, operating system
- Pages viewed, time spent, and general traffic statistics (via privacy-friendly analytics)
- Cookies (see Section 8)

b) When you purchase a product

- Name, email address, billing country, payment ID

- Transaction data (processed securely by Lemon Squeezy)

c) When you contact us

- Email address and message content
- Optional information you share (e.g., company name or social media links)

d) When you interact with ads or social media

- Aggregated engagement data (clicks, impressions, conversions) from Meta, Reddit, and LinkedIn Ads
- We do not receive personal identifiers from these platforms — only aggregated statistics.

4. How We Use Your Data

We use your data to:

1. Process your purchases and deliver digital products
2. Provide customer support and respond to inquiries
3. Maintain website functionality and security
4. Analyze website and marketing performance
5. Show relevant ads to users who may be interested in our products

We do not sell, rent, or trade personal data to third parties.

5. Legal Basis for Processing (GDPR Art. 6)

We process your data based on:

- Contract performance — to deliver the product you purchase
- Legal obligation — for tax and accounting records
- Legitimate interest — to improve our services and run marketing campaigns
- Consent — for cookies and marketing (you can withdraw at any time)

6. Data Processors and Third-Party Services

To operate our business securely and efficiently, we rely on the following third-party providers:

Service	Purpose	Location	Policy
Lemon Squeezy, Inc.	Payment processing, licensing, product delivery	USA	lemonsqueezy.com/privacy
Google LLC	Website analytics (anonymized)	USA	policies.google.com/privacy
Meta Platforms Ireland Ltd.	Advertising on Instagram/Facebook	EU	facebook.com/privacy/policy
Reddit, Inc.	Advertising analytics	USA	redditinc.com/policies/privacy-policy
LinkedIn Ireland Unlimited Company	Advertising analytics	EU	linkedin.com/legal/privacy-policy
Email and hosting provider	Email delivery and hosting	EU	Contract-based data processing

Each provider ensures GDPR-compliant processing and safeguards under Standard Contractual Clauses (SCCs) for data transfers outside the EU.

7. Data Retention

We keep your data only for as long as necessary:

- Purchase and billing data: 5 years (legal obligation)
- Support messages: up to 12 months after resolution
- Analytics and cookies: as specified in Section 8

When data is no longer required, it is securely deleted or anonymized.

8. Cookies and Tracking Technologies

We use cookies to:

- Enable essential website functionality
- Improve user experience
- Analyze traffic and performance
- Support targeted advertising on external platforms (Meta, Reddit, LinkedIn)

When you first visit our site, you will see a cookie banner allowing you to accept or reject marketing cookies.

You can manage or delete cookies anytime through your browser settings.

If you block cookies, some parts of the site may not function properly.

9. Marketing and Advertising

We may show you personalized ads via:

- Meta (Instagram/Facebook)
- Reddit Ads
- LinkedIn Ads

These platforms use their own tracking technologies to measure campaign effectiveness. We only receive aggregated, anonymous data (e.g., clicks, conversions).

If you wish to limit ad personalization, adjust your ad preferences directly in:

- [Facebook/Instagram Ad Settings](#)
- [Reddit Ad Settings](#)
- [LinkedIn Ad Settings](#)

10. Your Rights under GDPR

As an EU resident, you have the right to:

- Access your personal data
- Correct inaccurate or incomplete data
- Request data deletion (“right to be forgotten”)
- Restrict or object to processing
- Request a copy of your data (data portability)
- Withdraw consent at any time

To exercise any of these rights, contact us at hi@umakers.pl
We will respond within 30 days.

You also have the right to lodge a complaint with your local data protection authority (in Poland: UODO, uodo.gov.pl).

11. Data Security

We use encryption (HTTPS/SSL), password-protected access, and secure hosting environments to protect your data.

Only authorized persons have access to stored information.

12. International Data Transfers

As some of our service providers (e.g. Lemon Squeezy, Reddit) are located outside the EU, your data may be transferred to the USA under GDPR-compliant Standard Contractual Clauses (SCCs).

These providers are vetted to ensure adequate protection.

13. Updates to This Policy

This policy may be updated when necessary to comply with legal or technical requirements.

14. Contact

If you have any questions, data requests, or concerns about privacy, please contact:

Umakers Marta Ordowska
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Email: hi@umakers.pl
Based in Poland, European Union