

Privacy Policy

Privacy Policy

Last updated: 01.09.2025.

Introduction

This Privacy Policy explains how BulkVitamins Health Solutions Kft., with registered office at Nagy Lajos király útja 76/B Fsz. 3. ajtó, Budapest, 1148, Hungary, company registration number 01-09-447185 VAT ID HU32874253 ("we", "our", "us"), collects, processes, and protects your personal data when you use our online store bulkvitamins.eu

We process personal data in accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR) and applicable national data protection laws.

Data Controller

BulkVitamins Health Solutions Kft.

Address: Nagy Lajos király útja 76/B Fsz. 3. ajtó, Budapest, 1148, Hungary

Email: hello@bulkvitamins.eu

Phone: +36 30 100 9525

Categories of Data Processed

We may process the following categories of personal data:

- **Identification and contact details:** name, email, phone number, billing and shipping address.
- **Order and payment information:** order history, payment method, transaction details.
- **Billing data:** invoicing details required by law.
- **Technical data:** IP address, browser type, device information, cookies.
- **Marketing and communication preferences:** newsletter subscriptions, customer inquiries.

Purposes and Legal Bases of Processing

We process your personal data for the following purposes:

1. Order processing and contract performance

1. To accept, process, and deliver your orders.
2. Legal basis: Article 6(1)(b) GDPR (performance of a contract).

2. Billing and accounting

1. To issue and store invoices and comply with legal obligations.
2. Legal basis: Article 6(1)(c) GDPR (legal obligation).

3. Payment processing

1. Payments made via **SimplePay** and **bank transfer** require the transfer of billing and transaction details to the relevant payment providers.
2. Legal basis: Article 6(1)(b) GDPR.

4. Customer support and communication

1. To respond to your inquiries, complaints, or requests.
2. Legal basis: Article 6(1)(b) GDPR.

5. Marketing and newsletters

1. If you have given consent, we use your email address for newsletters via **Klaviyo**.
2. Legal basis: Article 6(1)(a) GDPR (consent). You may unsubscribe at any time.

6. Analytics and website optimization

1. We use **Google Analytics, Google Ads, Meta (Facebook) Pixel** and related tools for traffic analysis, advertising, and improving the website.
2. Legal basis: Article 6(1)(a) GDPR (consent via cookie banner).

7. Legal compliance and protection of rights

1. To comply with legal obligations, resolve disputes, and protect our rights.
2. Legal basis: Article 6(1)(c) GDPR.

Data Sharing and Recipients

We may share your personal data with the following categories of recipients:

- **Accounting/Bookkeeping Service Providers:** our contracted accounting firm processes invoicing and accounting-related data in compliance with legal obligations.
- **Billing and Invoicing Software Providers:** e.g., **[INSERT BILLING SOFTWARE NAME]**, for issuing legally compliant invoices.
- **Payment Service Providers:** e.g., **SimplePay**, which processes payment data securely.
- **Logistics and Shipping Partners:** GLS, Packeta, DHL – for delivering your orders.
- **Marketing and Analytics Providers:** Google (Analytics, Ads), Meta Platforms (Facebook, Instagram Ads & Pixel).
- **Email Marketing Platform:** Klaviyo – for newsletters and automated email campaigns.
- **IT and Hosting Providers:** companies providing hosting and technical support for the webshop.

All service providers act as data processors or joint controllers under GDPR and are bound by data protection agreements.

Data Retention

- **Order and invoicing data:** retained for the legally required period (typically 8–10 years under accounting/tax laws).
- **Customer accounts:** retained until you request deletion.
- **Newsletter subscriptions:** retained until you unsubscribe.
- **Analytics data:** retained according to the respective provider's policies (e.g., Google).

International Data Transfers

Some service providers (Google, Meta, Klaviyo) are based outside the European Economic Area (EEA).

Where data is transferred to third countries, appropriate safeguards are applied, such as the **EU Standard Contractual Clauses (SCCs)**.

Your Rights as a Data Subject

Under GDPR, you have the following rights:

- Right to access your data (Art. 15 GDPR).
- Right to rectification (Art. 16 GDPR).
- Right to erasure ("right to be forgotten") (Art. 17 GDPR).
- Right to restriction of processing (Art. 18 GDPR).
- Right to data portability (Art. 20 GDPR).
- Right to object to processing (Art. 21 GDPR).
- Right to withdraw consent at any time (Art. 7 GDPR).
- Right to lodge a complaint with your local Data Protection Authority.

Security

We implement appropriate technical and organizational measures to protect your personal data against loss, misuse, unauthorized access, disclosure, alteration, and destruction.

Cookies and Tracking

We use cookies and similar technologies for functionality, analytics, and advertising purposes.

You may configure your browser to reject cookies or withdraw consent at any time via our cookie banner.

Updates to this Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Updates will be published on our website with the date of revision.