

# Privacy Policy & GDPR Information

makesensemedia.eu

*Last updated: April 2026*

## 1. Who is the controller of your data?

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The controller of your personal data is:

### **MSM Retail Sp. z o.o.**

ul. Zwycięzców 39/8, 03-929 Warsaw, Poland

Tax Identification Number (NIP): 1181696401

Contact email: [info@msmg.eu](mailto:info@msmg.eu)

If you have any questions about how your personal data is processed, you may contact us at the address above.

## 2. Purposes and legal basis for data processing

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We process your personal data for the following purposes:

### **Handling enquiries**

Responding to messages sent via the contact form or email regarding audio marketing, aroma marketing, and digital signage.

**Legal basis:** Article 6(1)(f) GDPR – legitimate interest in responding to business enquiries.

### **Establishing cooperation (B2B)**

Taking steps prior to entering into a contract, or performing pre-contractual activities at your request.

**Legal basis:** Article 6(1)(b) GDPR – necessary for the performance of a contract or pre-contractual steps.

### **Marketing of our own services**

Building relationships with customers and partners, and informing them of our sensory marketing solutions.

**Legal basis:** Article 6(1)(f) GDPR – legitimate interest in marketing our own services to existing and prospective business clients.

### **Analytics and website security**

Monitoring website traffic to optimise the presentation of our sensory solutions and to maintain the security and integrity of our website.

**Legal basis:** Article 6(1)(f) GDPR – legitimate interest in maintaining a functioning and secure website.

### **Online advertising (Google Ads)**

Displaying targeted advertising to users who have previously visited our website (remarketing) and measuring the effectiveness of our advertising campaigns (conversion tracking).

**Legal basis:** Article 6(1)(a) GDPR – your consent, given via the cookie banner on our website.

### 3. What data do we collect?

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We collect only data necessary for business contact and the operation of our website:

- First name and surname
- (Work) Email address
- Telephone number
- Name of the company or organisation you represent
- Technical data: IP address and browser data (collected automatically by the server and analytics tools)
- Behavioural data: pages visited, time spent on the website, and interactions (collected via cookies, only with your consent)

### 4. Recipients of the data

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Your data may be transferred to the following categories of trusted recipients who assist us in operating our business:

- Hosting and IT service providers
- Communication and CRM system providers
- Advertising platforms: Google Ireland Limited (Google Ads, Google Analytics) – see Section 8 for details
- Business partners, where necessary for the implementation of a specific sensory project

We do not sell your personal data to third parties.

### 5. International transfers of personal data

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Some of our service providers, in particular Google Ireland Limited, may process personal data outside the European Economic Area (EEA), including in the United States.

Where data is transferred outside the EEA, we ensure that appropriate safeguards are in place in accordance with Chapter V of the GDPR. Google Ireland Limited relies on the EU Standard Contractual Clauses (SCCs) approved by the European Commission as the legal mechanism for such transfers.

For further information on how Google handles international data transfers, please refer to Google's Privacy Policy at <https://policies.google.com/privacy>.

### 6. Data retention period

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We retain personal data for the following periods:

- Enquiry and correspondence data: for as long as necessary to handle the enquiry and for up to 3 years thereafter, in case of any follow-up or claims.
- Contract data: for the duration of the contract and for the statutory limitation period for claims (generally 3 to 6 years under Polish law).
- Marketing data (processed under legitimate interest): until you lodge a valid objection or request erasure, or for a maximum of 3 years from our last contact, whichever is sooner.
- Cookie and analytics data: in accordance with the retention periods set by the relevant cookie categories (see Section 9). Analytics data is typically retained for up to 26 months.
- Advertising and consent data: retained for as long as your consent remains valid, or until you withdraw it.

## 7. Your rights

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In connection with the processing of your personal data, you have the following rights under the GDPR:

- **Right of access (Art. 15 GDPR):** You may request a copy of the personal data we hold about you.
- **Right to rectification (Art. 16 GDPR):** You may request correction of inaccurate or incomplete data.
- **Right to erasure (Art. 17 GDPR):** You may request deletion of your data ('right to be forgotten') where the legal conditions are met.
- **Right to restriction of processing (Art. 18 GDPR):** You may request that we limit how we use your data in certain circumstances.
- **Right to data portability (Art. 20 GDPR):** Where processing is based on consent or contract, you may request your data in a structured, commonly used, machine-readable format.
- **Right to object (Art. 21 GDPR):** You may object to processing based on our legitimate interest on grounds relating to your particular situation. We will stop processing unless we can demonstrate compelling legitimate grounds.
- **Right to withdraw consent (Art. 7(3) GDPR):** Where processing is based on your consent (e.g. marketing cookies, advertising), you may withdraw consent at any time via the cookie settings on our website. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.
- **Right to lodge a complaint:** You have the right to lodge a complaint with the President of the Personal Data Protection Office (UODO), ul. Stawki 2, 00-193 Warsaw, Poland ([www.uodo.gov.pl](http://www.uodo.gov.pl)). If you are based in another EU member state, you may also contact your local supervisory authority.

To exercise any of the above rights, please contact us at [info@msmg.eu](mailto:info@msmg.eu).

## 8. Cookies and tracking technologies

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Our website uses cookies and similar tracking technologies to ensure it functions correctly, to analyse usage, and to support our marketing activities.

Non-essential cookies (analytical, marketing, and social media cookies) are only placed on your device after you have given your consent via the cookie banner displayed when you first visit our website. You may change or withdraw your consent at any time by accessing the cookie settings link in the website footer.

The cookies we use are classified as follows:

### **Essential cookies**

These are strictly necessary for the website to function correctly. They enable core features such as page navigation and access to secure areas. These cookies do not require your consent and cannot be disabled via our cookie banner.

### **Analytical cookies**

These help us understand how visitors interact with our website – for example, which sections (such as 'Audio' or 'Aroma') attract the most interest. This information is used to improve the website experience. These cookies are only placed with your consent.

### **Marketing & Social Media cookies**

These allow us to track your browsing behaviour across other websites in order to show you relevant advertisements (remarketing). They also enable social media features such as sharing buttons and embedded content from platforms such as Instagram, Facebook, or LinkedIn. These cookies may be set by third-party providers, and their own privacy policies apply. These cookies are only placed with your consent.

You can also manage cookies at any time through your browser settings. Please note that disabling cookies may affect the functionality of certain elements of the website.

## **9. Use of Google advertising tools (Google Ads & Google Analytics)**

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We use the Google Ads and Google Analytics services, operated by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland), on our website.

### **Remarketing**

We use the remarketing feature to display MSM Retail Sp. z o.o. advertisements to users who have previously visited our website while they are browsing other websites within the Google advertising network.

### **Conversion tracking**

We use conversion tracking tools to measure the effectiveness of our advertising campaigns – for example, whether clicking on an advertisement led to a contact form being submitted.

### **Automated profiling**

Google's advertising tools may use automated means to analyse your activity on our website and build a profile of your predicted interests in order to display relevant advertisements. This constitutes automated profiling within the meaning of Article 22 GDPR. The profiling does not produce legal effects or similarly significant effects for you; it is used solely to personalise advertising content. You have the right to object to such profiling at any time by

withdrawing your consent via our cookie settings or by adjusting your ad personalisation settings at <https://adssettings.google.com>.

## Consent Mode v2

We have implemented Google Consent Mode v2. Data is only transmitted to Google for advertising and analytics purposes with your prior consent, given via the cookie banner on our website. You may withdraw or amend your consent at any time via the cookie settings link in the website footer.

For more information on how Google processes personal data, please refer to the Google Privacy Policy at <https://policies.google.com/privacy>.

## 10. Data Protection Officer

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MSM Retail Sp. z o.o. has not appointed a Data Protection Officer, as we do not fall within the categories of controllers required to do so under Article 37 GDPR. For all data protection queries, please contact us directly at [info@msmg.eu](mailto:info@msmg.eu).

## 11. Changes to this privacy policy

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We may update this Privacy Policy from time to time to reflect changes in our practices, the services we offer, or applicable legal requirements. Where changes are material, we will notify you by displaying a prominent notice on our website or, where appropriate, by direct communication.

We encourage you to review this policy periodically. The date at the top of this document indicates when it was last revised.