

LiteChat Privacy Policy

1. Introduction

This Privacy Policy outlines the principles of collecting, processing, and using personal data obtained from users by the LiteChat website live chat system, owned by NB DEV SP. Z O.O., with its registered office at ul. Śląska 22/16, 42-200 Częstochowa, Poland (“we”, “us”, “our”, “Controller”).

We respect the privacy of our users and are committed to protecting their personal data in accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, “GDPR”).

2. Data Controller

The Controller of personal data within the meaning of GDPR is:

NB DEV SP. Z O.O.
ul. Śląska 22/16
42-200 Częstochowa
Poland

Contact for matters related to personal data protection:
Email: contact@litechat.io

3. Scope of collected data

Depending on the features used and system settings of LiteChat, we may collect the following data:

3.1. Data collected automatically:

- IP address of the device
- Information about the web browser and operating system
- Time of visit and activity on the website
- Information about user behavior on the website (e.g., visited subpages)
- Cookie identifiers

3.2. Data provided voluntarily by users when using the live chat:

- First name, last name, or nickname
- Email address
- Phone number (if provided)
- Content of messages sent via live chat
- Other information that the user decides to voluntarily provide

3.3. Data of owners and operators of websites using the LiteChat service:

- First and last name
- Email address
- Billing information necessary for the provision of services

4. Purposes and legal bases for data processing

4.1. Provision of live chat services (Art. 6(1)(b) GDPR)

- Enabling communication between users and live chat operators
- Providing LiteChat system functionality
- Performance of the service agreement for website owners

4.2. Realization of legitimate interests of the Controller (Art. 6(1)(f) GDPR)

- Analyzing and improving LiteChat services
- Ensuring system security
- Detecting and preventing abuse
- Pursuing or defending against potential claims
- Direct marketing of own products or services

4.3. Fulfillment of legal obligations incumbent on the Controller (Art. 6(1)(c) GDPR)

- Storing data for tax and accounting purposes
- Implementation of obligations arising from legal provisions

4.4. Based on user consent (Art. 6(1)(a) GDPR)

- Marketing of products or services of the Controller or cooperating entities
- Saving information necessary for the system's functioning in cookies

5. Data retention period

Personal data will be stored for the period of:

- For data processed for the purpose of providing services – for the duration of the agreement and after its termination for the period necessary to secure or pursue potential claims, fulfill the Controller's legal obligation (e.g., resulting from tax or accounting regulations), but not longer than 6 years from the termination of the agreement
- For data processed based on consent – until its withdrawal
- For data processed based on the legitimate interest of the Controller – until an effective objection is raised
- Conversation history data – for a period of 1 year from the last interaction

6. Data recipients

Personal data of users may be shared with the following categories of recipients:

6.1. Entities cooperating with the Controller:

- Providers of IT and hosting services
- Entities providing accounting, legal, and advisory services
- Entities providing technical support services

6.2. Owners of websites using LiteChat:

- Live chat operators of a given website will have access to data provided by users during conversations

6.3. State authorities:

- Entities authorized to receive data based on legal provisions (e.g., courts, law enforcement authorities)

7. Transfer of data to third countries

Personal data may be transferred to third countries (outside the European Economic Area) when using the services of providers based in these countries. In such cases, we provide appropriate safeguards through the application of:

- Standard contractual clauses approved by the European Commission
- Cooperation with entities participating in the Privacy Shield program (if based in the USA)
- Transferring data to countries for which the European Commission has issued a decision finding an adequate level of protection

The user has the right to obtain a copy of the applied safeguards by contacting the Controller.

8. Rights of data subjects

In accordance with the GDPR, each data subject has the following rights:

- **Right of access** – the right to obtain information about the processing of personal data and a copy of this data
- **Right to rectification** – the right to request the rectification of incorrect or completion of incomplete personal data
- **Right to erasure** (“right to be forgotten”) – the right to request the erasure of personal data in specific cases
- **Right to restriction of processing** – the right to request the restriction of processing of personal data

- **Right to data portability** – the right to receive one’s personal data in a structured, commonly used format and to request their transfer to another controller
- **Right to object** – the right to object to the processing of personal data for purposes arising from the legitimate interests of the Controller, including direct marketing
- **Right to withdraw consent** – the right to withdraw previously given consent for the processing of personal data (withdrawal of consent does not affect the lawfulness of processing carried out before its withdrawal)
- **Right to lodge a complaint** – the right to lodge a complaint with the supervisory authority dealing with the protection of personal data (in Poland: President of the Personal Data Protection Office)

To exercise the above rights, please contact the Controller of personal data using the contact details provided in point 2.

9. Cookies and similar technologies

9.1. Cookies

LiteChat uses cookies (small text files stored on the user’s device) and similar technologies to ensure the proper functioning of the system, personalize user experiences, and analyze how the service is used.

9.2. Types of cookies used:

- **Necessary cookies** – required for the proper functioning of the LiteChat system
- **Analytical cookies** – enabling the collection of information about how the system is used
- **Functional cookies** – enabling “remembering” user-selected settings and personalizing the interface
- **Marketing cookies** – used to adapt advertising content to user preferences

9.3. Cookie management

The user can change the settings regarding cookies at any time using the web browser settings or service configuration. Detailed information about the possibilities and ways of handling cookies is available in the software settings (web browser).

Limiting the use of cookies may affect some functionalities available in the LiteChat system.

10. Automated decision-making and profiling

The Controller may use profiling based on data regarding user activity in the LiteChat system to adapt the conveyed content to the individual preferences of the user and for analytical and statistical purposes. Profiling does not produce legal effects concerning the user or significantly affect their situation.

11. Data security

The Controller implements appropriate technical and organizational measures to ensure a level of security corresponding to the risk of violation of the rights or freedoms of natural persons in connection with the processing of their personal data. These measures include, among others:

- Encryption of personal data
- The ability to continuously ensure the confidentiality, integrity, availability, and resilience of processing systems and services
- The ability to quickly restore the availability of personal data in the event of a physical or technical incident
- Regular testing, measuring, and evaluating the effectiveness of technical and organizational measures

12. Breach reporting

In the event of detecting a personal data protection breach that may result in a risk to the rights or freedoms of natural persons, the Controller, without undue delay, not later than within 72 hours after the breach is discovered, reports it to the supervisory authority. If the breach may result in a high risk to the rights or freedoms of natural persons, the Controller also notifies the data subject without undue delay.

13. Changes to the Privacy Policy

The Controller reserves the right to make changes to this Privacy Policy. Changes will be published on the LiteChat website. In the case of significant changes, users may be informed about them via email or by posting relevant information on the LiteChat home page.

Last updated: April 24, 2025

14. Contact

If you have any questions regarding this Privacy Policy or the processing of personal data, please contact:

NB DEV SP. Z O.O.
ul. Śląska 22/16

42-200 Częstochowa
Poland
Email: contact@litechat.io