

Privacy Policy

Last updated on 28 November 2025

This Privacy Policy explains how **Hooksy** ("we", "us", "our") collects, uses and protects your personal data when you visit our website, download our resources, or purchase our services.

By using our website and services, you agree to the practices described in this Policy. If you do not agree, please do not use our website.

This Privacy Policy is an integral part of our **Terms of Service**.

1. Data controller

The data controller responsible for your personal data is:

Operated by: BADBOX Adrian Terpiński

Registered address: Polska, Kłotno, nr 73, 87-820 Kłotno

Company / VAT number: PL8883159021

Email: hooksy.media@gmail.com

For any questions about this Policy or how we process your data, you can contact us at hooksy.media@gmail.com.

We have not appointed a Data Protection Officer. All matters related to personal data are handled directly by the controller.

2. What data we collect

We may collect and process the following categories of data.

2.1 Data you provide directly

When you:

- fill out a form to download our planner or other resources
- subscribe to our newsletter
- request information about our services
- purchase a package via a link leading to Whop
- contact us via email or social media

we may collect:

- first name, last name or nickname
- email address

- business name and website
- your niche, offer, ideal client profile
- links to your social media profiles
- information about your content preferences and goals
- any other information you choose to share in forms or messages.

2.2 Data related to purchases

When you click on a package on our website, you are redirected to **Whop**, which handles checkout and payment.

From Whop we may receive:

- your name or business name
- email address
- information about the purchased product or subscription
- payment status (for example paid, refunded, active, cancelled)

We do **not** receive or store your full payment card details. Payment data is processed directly by Whop and its payment providers in accordance with their own privacy policies.

2.3 Data collected automatically

When you visit our website, we may automatically collect:

- IP address and approximate location
- device and browser type
- operating system
- pages visited, time spent on pages and actions taken on the site
- referral source (for example from ads or social media)
- date and time of visits
- language and other technical settings of your browser.

This information may be collected through cookies, pixels and similar technologies.

3. Cookies and similar technologies

Cookies are small text files stored on your device when you visit a website. We use cookies and similar technologies in order to:

- make our site function properly
- remember your preferences
- analyse how our site is used
- support our marketing and advertising activities.

3.1 Types of cookies we may use

Necessary cookies – required for the basic functioning of the website.

Functional cookies – help remember your preferences and improve your experience.

Analytics cookies – help us understand how visitors use our site and which content performs best.

Marketing cookies – may be used to show relevant ads and measure the effectiveness of our campaigns.

We may place both **first party cookies** (set by our website) and **third party cookies** (set by external services such as analytics or advertising tools). Cookies can be **session cookies** (deleted when you close your browser) or **persistent cookies** (stored for a defined period of time).

3.2 Managing cookies

When required by law, we will ask for your consent before placing non essential cookies on your device.

You can manage or delete cookies in your browser settings at any time. You can also block some or all cookies, but if you do so, some parts of our website may not work properly.

4. For what purposes we use your data

We process your personal data for the purposes listed below and only where we have a valid legal basis under applicable data protection laws.

4.1 Delivering resources and responding to enquiries

- sending you the planner or other materials you requested
- providing access to downloaded resources
- responding to your messages, questions and support requests

Legal basis: performance of a contract or steps taken at your request before entering into a contract, and where applicable your consent.

4.2 Email marketing and newsletters

- sending educational content, tips and updates related to content creation and marketing

- informing you about new services, offers, promotions or events

- sending case studies, examples and behind the scenes content

Legal basis: your consent.

You can withdraw your consent at any time by clicking the "unsubscribe" link in any email or contacting us directly. Withdrawal of consent does not affect the lawfulness of processing carried out before withdrawal.

4.3 Providing paid services and client support

- processing your orders placed via Whop

- planning and delivering your content packages

- managing communication about projects, deadlines and feedback

- maintaining client records and project history

Legal basis: performance of a contract and our legitimate interest in running and developing our business.

4.4 Analytics and improvement of our website and offers

- analysing how visitors use our website and content

- testing new layouts, messaging and offers

- measuring the effectiveness of our marketing campaigns

Legal basis: our legitimate interest in improving our website and services. Where required by law, we rely on your consent for the use of analytics and marketing cookies.

4.5 Legal obligations and protection of our rights

- fulfilling accounting and tax obligations

- handling complaints, disputes or claims

responding to lawful requests from public authorities

Legal basis: compliance with legal obligations and our legitimate interest in protecting our rights.

5. Third party services and data sharing

We do not sell your personal data. We may share your data only when necessary, with:

5.1 Service providers acting as processors

These are companies that process data on our behalf and only according to our instructions, for example:

Website hosting and infrastructure

for example Framer or another hosting provider

Forms and submissions

for example FormSpark or similar tools

Email marketing and newsletter

for example MailerLite

Automation and project management tools

for example tools we use to manage tasks and production

Analytics and performance tools

for example Google Analytics or similar services

With these providers we have, where required, data processing agreements that define the scope and rules of processing.

5.2 Independent controllers

Some partners act as separate controllers of your data. This includes in particular:

Whop – processes your details and payment related information when you purchase a package

payment processors integrated with Whop (for example card networks, banks or payment platforms)

Their processing is governed by their own privacy policies and terms of service. We recommend that you review those documents when using their services.

5.3 Professional and legal advisors

We may share necessary data with:

accounting, legal or tax advisors

IT and security professionals helping us maintain our systems

5.4 Authorities

We may disclose your data if required by law, regulation or court order, or to protect our rights, property or safety, as well as the rights, property or safety of our users or others.

6. International data transfers

We are based in **Poland**, but some of our service providers may be located outside the European Economic Area or the United Kingdom, for example in the United States.

When we transfer personal data outside the EEA or UK, we use appropriate safeguards such as:

adequacy decisions issued by the European Commission, or

Standard Contractual Clauses or similar contractual mechanisms.

You can contact us for more information about the safeguards used for a specific transfer.

7. Data retention

We keep your personal data only for as long as necessary for the purposes described in this Policy, in particular:

newsletter and marketing data – until you unsubscribe or we delete inactive contacts after **24 months**

client and billing data – for the period required by tax and accounting laws, usually up to **6 years**

enquiry and contact data – up to **12 months** after our last interaction, unless we need to keep it longer to handle a dispute or claim

analytics data – for the period needed for analysis, usually up to **14 months**, depending on the tool.

After these periods, we will delete or anonymise your data, unless we must retain it longer to establish, exercise or defend legal claims.

8. How we protect your data

We use appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, destruction or alteration, including:

- secure hosting and encrypted connections (HTTPS)
- access control and limited access to data only for those who need it
- regular updates of software and systems
- using trusted service providers with appropriate security standards.

No method of transmission or storage is completely secure, but we strive to protect your data in line with industry standards and legal requirements.

9. Your rights

Depending on the law applicable to you (for example GDPR in the EEA or UK), you may have the following rights:

- right of access – to know whether we process your data and to receive a copy
- right to rectification – to correct inaccurate or incomplete data
- right to erasure – to request deletion of your data in certain circumstances
- right to restriction of processing – to limit how we process your data in certain cases
- right to object – to object to processing based on legitimate interests or to direct marketing
- right to data portability – to receive your data in a structured, commonly used, machine readable format and transmit it to another controller where technically feasible
- right to withdraw consent – when processing is based on consent. Withdrawal does not affect the lawfulness of processing carried out before withdrawal.

To exercise your rights, please contact us at **hooksy.media@gmail.com**. We may ask you to verify your identity before responding.

If you are located in the European Economic Area or the United Kingdom, you also have the right to lodge a complaint with your local data protection authority. In Poland, this is the **President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych)**.

10. Children's privacy

Our website, planner and services are intended for adults and business users. We do not knowingly collect personal data from children under 16 years of age.

If you believe that a child has provided us with personal data, please contact us and we will delete such data as required by law.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. The most current version will always be available on our website and the "Last updated" date will be revised.

In case of significant changes, we may also notify you by email or by a notice on our website where appropriate.

12. Contact

If you have any questions, comments or requests regarding this Privacy Policy or your personal data, you can contact us at:

Email: hooksy.media@gmail.com