

# PRIVACY POLICY

*Effective from: January 12, 2026 until withdrawal.*

## 1. Introduction and Data Controller Information

The purpose of this policy is to record the privacy and data management principles applied by **SmartStart Tech Education Kft.** (hereinafter: Data Controller). We are committed to protecting the personal data of our visitors and customers, with special regard to the provisions of the General Data Protection Regulation (GDPR) of the European Union.

**Contact details of the Data Controller:**

- **Name:** SmartStart Tech Education Kft.
- **Tax Number:** HU24986988
- **Email address:** info@logicgecko.com
- **Website:** logicgecko.com

## 2. What data do we process, why, and for how long?

The primary purpose of our data processing is to deliver **skill-building content, educational materials, and playful activities** to interested parties, as well as to ensure access to purchased products.

### A. Newsletter Subscription and Downloading Free Materials

- **Processed data:** Name, Email address.
- **Purpose of processing:** Sending free skill-building content, information about new blog posts, products, and promotions.
- **Legal basis:** Voluntary consent of the data subject.
- **Duration:** Until withdrawal of consent (unsubscription).

### B. Purchase and Support (Gumroad, Patreon, Stripe)

- **Processed data:** Name, Email address, Billing address, Name of purchased product. (We do NOT process credit card data; this is handled by secure payment service providers.)
- **Purpose of processing:** Order fulfillment, providing access to digital products, invoicing, payment processing, communication.
- **Legal basis:** Performance of contract, legal obligation (accounting).
- **Duration:** For the period prescribed by the Accounting Act (generally 8 years).

### C. Contact (Email, Message)

- **Processed data:** Name, Email address, Content of the message.
- **Purpose:** Responding to inquiries from interested parties.
- **Legal basis:** Legitimate interest of the Data Controller.

### 3. Data Processors and Third Parties

To provide our service, we use reliable partners (data processors). We only work with partners who comply with GDPR regulations.

Service Provider	Activity
<b>MailerLite</b>	Provision of newsletter sending system, storage of subscriber database.
<b>Gumroad</b>	E-commerce platform, product delivery.
<b>Stripe</b>	Processing of secure online credit card payments.
<b>Patreon</b>	Community support platform, subscription management, sharing exclusive content.
<b>NewPush Europe Kft.</b>	Web hosting provision.
<b>Struktúra Coop Zrt.</b>	Invoicing and accounting tasks.

### 4. Cookies and Traffic Measurement

Our website uses cookies to ensure a better user experience and to measure the effectiveness of our marketing activities.

#### Analytics and Marketing (Google and Meta/Facebook)

We measure traffic and the effectiveness of our advertisements anonymously. This helps us display relevant ads to those interested in developmental games.

1. **Google Analytics (GA4):**
  - Collects information on how visitors use the website (which pages they view, how much time they spend there). The data is anonymized and is not suitable for personally identifying the user.
2. **Meta (Facebook) Pixel:**
  - Allows us to display targeted ads to website visitors on Facebook and Instagram, and to measure conversions from advertisements.

*You can accept or reject the use of cookies in the pop-up window upon arrival at the website.*

## 5. Your Rights (What can you do with your data?)

You have the right at any time to:

- **Request information** about what data of yours we process.
- **Request rectification** of your data if it has changed.
- **Request erasure** of your data ("right to be forgotten"), unless data processing is required by law (e.g., invoice retention).
- **Withdraw consent:** You can unsubscribe from the newsletter at any time by clicking the "Unsubscribe" link at the bottom of the emails.

Please feel free to contact us with your questions at [info@logicgecko.com](mailto:info@logicgecko.com).

## 6. Legal Remedy

If you feel that we have violated your data protection rights, please contact us first so that we can remedy the problem. You may also lodge a complaint with the National Authority for Data Protection and Freedom of Information (NAIH) ([www.naih.hu](http://www.naih.hu)).