



IPECON, s. r. o.

Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic

Company ID (IČO): 36374784 · Tax ID (DIČ): 2020101655 · VAT ID (IČ DPH): SK2020101655

www.ipecon.eu

Privacy Policy

1. Controller of Your Personal Data

The controller of your personal data is IPECON, s. r. o., with its registered office at Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic, Company ID (IČO) 36 374 784 ("IPECON," "we," "us," or "our"). This Privacy Policy explains how we collect, use, store, and protect the personal data of visitors to www.ipecon.eu, newsletter subscribers, and our business partners and customer representatives, including in the context of business communications, events, and training sessions, in accordance with Regulation (EU) 2016/679 ("GDPR"). IPECON, s. r. o. is the sole controller of this data.

2. Purposes of Processing Your Data

We process your personal data to the extent necessary for the following purposes:

- responding to enquiries submitted through the contact form on our Website;
- performing and administering contracts and business relationships with our clients and partners;
- sending the newsletter to subscribers who have opted in, and managing unsubscribe requests;
- sending commercial offers and information about our products and services to existing business contacts;
- organising business events and training sessions, including sending invitations and arranging accommodation for attendees;
- taking and using photographs and video recordings at business events, trade fairs, and presentations for promotional and reporting purposes;
- analysing Website traffic and usage to improve the content, performance, and functionality of our services;
- measuring the effectiveness of our marketing activities and communications;
- maintaining the security of our Website and information systems;
- complying with our obligations under generally binding legal regulations, including accounting and tax legislation;
- protecting our legitimate rights and interests, including the defence of legal claims.

We use the contact details of business partners and customer representatives to send commercial communications about our products and services until you opt out of receiving them. Photographs and video recordings taken at business events are used primarily to present our company and its activities and are not intended to identify the individuals shown.

3. Legal Basis for Processing

Where you contact us through the contact form or as part of an existing business relationship, we process your data on the basis of the performance of a contract or steps taken at your request prior to entering into a contract (Art. 6(1)(b) GDPR), and on the basis of our legitimate interest in responding to enquiries and maintaining business relationships (Art. 6(1)(f) GDPR).

Sending commercial offers to existing business contacts, organising business events and training sessions, and taking photographs and video recordings at such events are based on our legitimate interest in the



IPECON, s. r. o.

Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic

Company ID (IČO): 36374784 · Tax ID (DIČ): 2020101655 · VAT ID (IČ DPH): SK2020101655

www.ipecon.eu

promotion, maintenance, and development of our business (Art. 6(1)(f) GDPR). You may object to this processing at any time, as described in Section 8.

Where you subscribe to our newsletter or accept Analytics or Marketing cookies, we process your data on the basis of your consent (Art. 6(1)(a) GDPR), which you may withdraw at any time as described in Section 8.

Where processing is required by law, for example for accounting or tax purposes, the legal basis is compliance with a legal obligation (Art. 6(1)(c) GDPR).

4. Categories of Personal Data We Process

Category	Data processed
Identification data	Name, surname, company name, and job position, where provided.
Contact details	Email address, telephone number, company address, and the content of your communication with us.
Newsletter data	Email address, subscription date, and unsubscribe status.
Business communication data	Occupation, area of expertise, records of products and services you have shown interest in, and the content of our business correspondence.
Event data	Attendance confirmations, dietary or accessibility requirements, and accommodation details, where relevant to a specific event or training session.
Audiovisual data	Photographs and video recordings taken at business events, trade fairs, and presentations.
Website usage data	Pages visited, session duration, device and browser type, approximate location, and cookie identifiers, collected only where you have accepted Analytics or Marketing cookies (see our Cookie Policy).

5. Recipients of Your Data

We use the following processors and service providers to operate our Website and carry out our business activities:

- Google Ireland Limited – Google Tag Manager and Google Analytics (GA4), for the operation of the Website and the analysis of Website traffic.
- Meta Platforms Ireland Ltd. – Meta Pixel, for measuring the effectiveness of our marketing communications.
- Event and accommodation service providers engaged to organise business events and training sessions, to the extent necessary to arrange attendance and accommodation for participants.

Your personal data may also be disclosed to state authorities (courts, tax authorities, law enforcement bodies, and other public authorities) where required by law and within the scope of their legal powers. We do not sell your personal data to third parties.

6. International Data Transfers

Google Ireland Limited and Meta Platforms Ireland Ltd. may transfer personal data to servers located outside the European Economic Area, including the United States. Such transfers are carried out on the basis of the European Commission's Standard Contractual Clauses, ensuring an adequate level of protection for your personal data.

7. Retention Period

- Contact form enquiries: retained only for as long as necessary to handle the enquiry and any related follow-up, and then deleted or anonymised.
- Business and contractual relationships: retained for the duration of the relevant contract or business relationship, and thereafter for the period required by generally binding legal regulations (e.g., accounting and tax legislation) or necessary to protect our legitimate rights and interests.
- Commercial offers to existing business contacts: retained for 5 years from your last interaction with us, or until you opt out, whichever occurs first.
- Event and training data: retained for the duration of the event and any necessary post-event follow-up, and then deleted.
- Photographs and video recordings from business events: retained for as long as they remain relevant for the promotional or reporting purpose for which they were taken.
- Newsletter subscriber data: retained until you unsubscribe or withdraw your consent.
- Website usage data collected via cookies: retained in accordance with the retention periods set out in our Cookie Policy.

8. Your Rights

We process your personal data transparently, fairly, and in accordance with the GDPR. You have the right to:

- access the personal data we hold about you;
- request rectification of inaccurate or incomplete data;
- request erasure of your data, where there is no other legal basis for its continued processing;
- request restriction of processing;
- object to processing carried out on the basis of our legitimate interest;
- request data portability, where technically feasible;
- withdraw your consent at any time, without affecting the lawfulness of processing carried out before withdrawal;
- lodge a complaint with the Slovak Office for Personal Data Protection (Úrad na ochranu osobných údajov Slovenskej republiky) or with the supervisory authority of your habitual residence.

You can exercise any of these rights by writing to our registered office address or by sending an email to support@ipecon.sk.



IPECON, s. r. o.

Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic

Company ID (IČO): 36374784 · Tax ID (DIČ): 2020101655 · VAT ID (IČ DPH): SK2020101655

www.ipecon.eu

9. Contact

- IPECON, s. r. o., Dolné Rudiny 8209/43, 010 01 Žilina, Slovak Republic
- Email: support@ipecon.sk

Last updated: 31 August 2026