Privacy Policy

Effective 5 November 2026 · Last updated 5 November 2026

Applies to the website at piiklabs.com. Piik Labs' products, including BDYCTRL, Buzzmark, IndieHacked, AppStats and Quots, are covered by their own separate privacy policies.

1. Who we are

This Privacy Policy applies to **Piik Labs AB**, a company registered in Sweden with organisation number 559577-8506 (the “Company”, “we”, “us”, “our”).

We operate the website at piiklabs.com (the “Website”).

For the personal data described in this Policy, Piik Labs AB is the **data controller** under the EU General Data Protection Regulation (Regulation (EU) 2016/679, “GDPR”) and the Swedish Data Protection Act (lag (2018:218) med kompletterande bestämmelser till EU:s dataskyddsförordning).

1.1 Scope: which website this policy covers

> **This is the company's own website, not a product.** Piik Labs AB operates products under separate brands, including BDYCTRL, Buzzmark, IndieHacked, AppStats and Quots. This Privacy Policy applies only to piiklabs.com. Each product has its own privacy policy, and the processing described here does not extend to it.

1.2 Contact

Data controller	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Registered address	Box 691, 414 52 Göteborg, Sweden
Enquiries, including privacy	hello@piiklabs.com
Supervisory authority	Integritetsskyddsmyndigheten (IMY) · imy.se · imy@imy.se

Data Protection Officer. We have not designated a Data Protection Officer under Article 37 GDPR, as we are not required to do so. All privacy matters are handled directly by the Company and should be directed to hello@piiklabs.com.

2. Scope of this policy

This Policy applies to all personal data we collect when you visit the Website or contact us using the address published on it. It does not apply to third-party websites or services linked from the Website, including our own product websites at bdyctrl.com, buzzmark.ai, indiehacked.com, appstats.ai and getquots.com, or the social media platforms on which we maintain accounts. Each has its own privacy policy.

3. Personal data we collect

3.1 Data you provide

Data	When we collect it
Your email address, and anything you choose to include in your message	When you email us at hello@piiklabs.com, whether by clicking the link on the Website or otherwise.

3.2 Data collected automatically

Data	Why
IP address, browser type and version, operating system, referring page, pages requested, and timestamps	Generated as ordinary server logs by our hosting provider when your browser requests a page. Used to operate, secure and troubleshoot the Website.
The pages you visit, the site that sent you, your approximate location, and your browser and device type	Website visit statistics, measured by our hosting provider. Used to count visits to the Website and see which pages are read and where visitors come from.

We run no advertising network, tracking pixel, retargeting technology, session recording or heatmap tool on the Website, and no third-party script.

3.3 Data we do not collect

We do not collect or process through the Website: special category data as defined in Article 9 GDPR; your name, company, phone number or postal address; location data beyond what an IP address infers; account, profile or authentication data; payment or card data; or data about children. We hold no mailing list.

4. How and why we use your data

We process your personal data only where we have a lawful basis to do so under Article 6 GDPR.

Purpose	Data used	Lawful basis
Operating, securing and troubleshooting the Website	Server log data	Legitimate interests, Art. 6(1)(f). Our interest is in keeping the Website available and free from abuse.
Measuring visits to the Website	Website visit statistics	Legitimate interests, Art. 6(1)(f). Our interest is in knowing which pages are read and how visitors find the Website.
Responding to you when you contact us	Your email address and the content of your message	Legitimate interests, Art. 6(1)(f), or performance of a contract where your message relates to one.

Purpose	Data used	Lawful basis
Complying with our legal obligations, and establishing or defending legal claims	Whichever of the above is relevant	Legal obligation, Art. 6(1)(c). Legitimate interests, Art. 6(1)(f).

> **We will not use your email address to market to you.** We do not add you to a list, sell, rent or trade your address, or share it with other companies for their own marketing.

Automated decision-making. We do not carry out automated decision-making producing legal or similarly significant effects concerning you, within the meaning of Article 22 GDPR.

Artificial intelligence. No personal data collected through the Website is sent to any AI provider, and nothing you send us is used to train a model.

5. Third-party services and data sharing

We do not sell your personal data. We share data only with service providers who process it on our behalf under data processing agreements, and where required by law.

5.1 Service providers (data processors)

- **Vercel Inc.** (USA) hosts the Website and measures visits to it. Server logs are generated and retained by Vercel in the course of serving the site. Website visit statistics may be processed in the United States, and Vercel's own staff access for support and administration is a transfer too; both are covered by section 6. Data processing agreement in place. Review: vercel.com/legal/privacy-policy
- **Microsoft Ireland Operations Limited** (Ireland) provides Microsoft 365, which hosts the mailbox behind hello@piiklabs.com and therefore stores your message and our reply if you write to us. Microsoft processes this data as our processor under the Microsoft Products and Services Data Protection Addendum. Under Microsoft's EU Data Boundary, customer data for Microsoft 365 is stored and processed within the EU and EFTA; limited transfers continue outside it for remote administration and global security operations, covered by the Standard Contractual Clauses in that Addendum. Review: microsoft.com/privacy

That is the complete list. We use no advertising, customer relationship management, payment, email marketing or AI provider in connection with the Website.

5.2 Disclosure required by law

We may disclose your personal data to law enforcement, regulatory authorities, or courts where we are legally required to do so. We will notify you of any such disclosure where legally permitted.

5.3 Business transfers

In the event of a merger, acquisition, or sale of all or part of our assets, your personal data may be transferred to the acquiring entity. We will notify you before your data is transferred and becomes subject to a different privacy policy.

5.4 Changes to our service providers

We may add, replace, or remove service providers over time. Where a change is material, for example where a new provider introduces a transfer outside the EEA, or processes a category of data not described here, we will update this Policy in accordance with section 11.

6. International data transfers

Piik Labs AB is based in Sweden. Some of our service providers are established outside the European Economic Area (EEA), including in the United States.

When we transfer personal data outside the EEA, we ensure appropriate safeguards are in place, including:

- Standard Contractual Clauses approved by the European Commission;
- Transfers to organisations certified under the EU–U.S. Data Privacy Framework, where the provider is certified;
- Supplementary technical and organisational measures where required.

Specifically, the US-side administrative access of our hosting provider, its processing of website visit statistics in the United States, and the limited transfers Microsoft makes outside the EU Data Boundary for remote administration and security operations, are covered by Standard Contractual Clauses. You may request a copy of the applicable safeguards by contacting hello@piiklabs.com.

7. Data retention

We retain personal data only for as long as necessary to fulfil the purposes described in this Policy, or as required by law.

Data	Retention
Server logs	Retained by our hosting provider for a short operational period, typically no more than 30 days, then deleted.
Website visit statistics	24 hours, then kept only as totals.
Email correspondence with us	Up to 24 months after the matter is closed, or longer where needed to establish, exercise or defend a legal claim.

8. Your rights under the GDPR

As a data subject in the EU/EEA, you have the following rights. We will respond to all requests within one month.

- **Access (Art. 15)** obtain a copy of the data we hold about you.
- **Rectification (Art. 16)** correct inaccurate or incomplete data.

- **Erasure (Art. 17)** delete your data.
- **Restriction (Art. 18)** limit how we process your data in certain circumstances.
- **Portability (Art. 20)** receive your data in a structured, machine-readable format.
- **Objection (Art. 21)** object to processing based on our legitimate interests.

We do not rely on consent for any processing described in this Policy, so there is no consent for you to withdraw. If that changes, this Policy will be updated before the processing begins.

To exercise any of these rights, contact hello@piiklabs.com. You may also lodge a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) at imy.se, or with the supervisory authority where you live.

9. Cookies and browser storage

The Website sets no cookies and stores nothing in your browser. There is no consent banner because there is nothing to consent to.

Every font, image and script is served from our own domain. Your browser makes no request to a third-party domain when you load a page, so no third party learns that you visited it.

The server logs and website visit statistics described in section 3.2 use no cookies and no browser storage, and are not used to track you across sites.

If we introduce any technology requiring consent, we will update this section and implement consent management before it begins.

10. Data security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit using TLS 1.2 or higher, enforced across the whole Website;
- SPF, DKIM and DMARC on our sending domains;
- Hosting and mail access restricted to the fewest people who need it, with multi-factor authentication;
- Credentials held in secret storage, never in source code;
- A Website with no database, no accounts and no forms;
- Selection of processors who offer appropriate security guarantees under Article 28 GDPR.

No system is perfectly secure. In the event of a personal data breach that poses a risk to your rights and freedoms, we will notify the Swedish Authority for Privacy Protection within 72 hours, and notify you directly where the breach is likely to result in a high risk to you, as required by GDPR Articles 33 and 34.

11. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will:

- Update the “Last updated” date and the version number at the top of this document;
- Publish the revised version on the Website before it takes effect;
- Where required by law, seek your consent.

The Website has no accounts and no mailing list, so we cannot notify you of a change directly. The version in force is the one published on this page, identified by the version number and date at the top.

12. Minimum age

The Website is directed at adults. It is not directed at children, and we do not knowingly collect personal data from anyone under 16.

If you believe a person under 16 has sent us personal data, contact us at hello@piiklabs.com and we will investigate and delete that data promptly.

13. Users outside the EEA

The Website is operated from Sweden. If you visit it from outside the EEA, your personal data is processed in the EEA and in the locations described in section 6. Depending on where you live, you may have additional or different rights under local law. Contact us at hello@piiklabs.com and we will tell you which apply.

14. Governing law and jurisdiction

This Privacy Policy is governed by the laws of Sweden and the European Union, including the General Data Protection Regulation (EU) 2016/679 and the Swedish Data Protection Act (lag (2018:218)).

Any disputes arising from this Policy are subject to the jurisdiction of the Swedish courts, without prejudice to your rights as a consumer under applicable mandatory law in your country of residence.

15. Contact us

For any question or request about this Privacy Policy or our data practices:

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