

Privacy Policy

Last updated: 30 June 2026

1. Introduction

MakEdtech GmbH ("MakEdtech", "we", "our", or "us") is committed to protecting your personal data and respecting your privacy.

This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit www.makedtech.com, contact us, subscribe to our newsletter, or use our services.

We process personal data in accordance with:

- Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR)
- Applicable Austrian data protection legislation
- Other applicable European Union laws

2. Data Controller

MakEdtech GmbH

Registered Office: Vienna, Austria

Email: info@makedtech.com

Website: <https://www.makedtech.com>

If you have any questions regarding this Privacy Policy, you may contact us using the above email address.

3. What Personal Data We Collect

Depending on how you interact with our website, we may collect:

Information you provide voluntarily

- Full name
- Email address
- Company name
- Job title

- Country
- Phone number (if provided)
- Message submitted through the contact form

Automatically collected information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Operating system
- Pages visited
- Date and time of access
- Referral URL
- Website usage statistics
- Cookie identifiers

4. Purposes of Processing

We process personal data for the following purposes:

- Responding to enquiries
- Providing our consulting services
- Managing business relationships
- Scheduling meetings
- Sending requested information
- Improving website functionality
- Website analytics
- Security monitoring
- Legal compliance
- Sending newsletters (only with your consent)

5. Legal Basis for Processing

Depending on the processing activity, we rely on one or more of the following legal bases under Article 6 GDPR:

- Consent (Art. 6(1)(a))
- Performance of a contract (Art. 6(1)(b))
- Compliance with legal obligations (Art. 6(1)(c))
- Legitimate interests (Art. 6(1)(f))

6. Newsletter

If you subscribe to our newsletter, we process your email address based on your consent.

You may unsubscribe at any time by clicking the unsubscribe link included in every newsletter or by contacting us directly.

7. Cookies

Our website uses cookies to improve your browsing experience.

Cookies may include:

- Essential cookies
- Analytics cookies
- Functional cookies
- Marketing cookies (only where consent has been given)

Where legally required, we will request your consent before placing non-essential cookies.

You can manage or withdraw your cookie preferences at any time through your browser settings or our cookie banner.

8. Analytics

We may use analytics tools to better understand how visitors use our website.

These tools may collect:

- Pages visited
- Session duration
- Device information
- Geographic region (approximate)
- Browser information

Where required by law, analytics cookies are only activated after your consent.

9. Contact Forms

When you complete a contact form, we process the information you provide solely for the purpose of responding to your enquiry and communicating with you.

We do not use this information for marketing unless you have separately consented.

10. Sharing Personal Data

We do not sell your personal information.

We may share data with trusted service providers who assist us in operating our business, including:

- Website hosting providers
- Email service providers
- Cloud storage providers
- Analytics providers
- IT support providers

All processors are required to comply with GDPR.

11. International Data Transfers

Some of our service providers may process data outside the European Economic Area (EEA).

Where this occurs, we ensure appropriate safeguards are in place, including:

- European Commission Adequacy Decisions
- Standard Contractual Clauses (SCCs)
- Other safeguards permitted under GDPR

12. Data Retention

We retain personal data only for as long as necessary to fulfil the purposes described in this Privacy Policy or to comply with legal obligations.

Typical retention periods include:

- Contact enquiries: up to 24 months
- Client records: as required by accounting and tax laws
- Newsletter subscriptions: until consent is withdrawn
- Website analytics: according to the settings of the analytics provider

13. Your Rights

Under the GDPR, you have the right to:

- Access your personal data
- Rectify inaccurate data
- Request deletion ("Right to be Forgotten")
- Restrict processing
- Object to processing
- Withdraw consent
- Data portability
- Lodge a complaint with your supervisory authority

To exercise any of these rights, please contact: info@makedtech.com

14. Data Security

We implement appropriate technical and organisational measures to protect your personal data against:

- unauthorised access
- disclosure
- alteration
- loss
- destruction

These measures include secure hosting, encryption where appropriate, restricted access, and regular security updates.

15. Third-Party Links

Our website may contain links to external websites.

We are not responsible for the privacy practices or content of third-party websites.

We encourage you to review their privacy policies before providing personal information.

16. Children's Privacy

Our services are intended for professionals, educational institutions, universities, organisations, and businesses.

We do not knowingly collect personal information from children under the age of 16.

17. Changes to this Privacy Policy

We may update this Privacy Policy from time to time.

Any changes will be published on this page together with the updated revision date.

18. Contact

For any privacy-related questions, please contact:

MakEdtech GmbH

Vienna, Austria

Email: info@makedtech.com

Website: <https://www.makedtech.com>