Privacy Policy

Lift Traffic · https://www.lift-traffic.com/ · Effective 29 October 2026

1. Scope and Data Controller

This Privacy Policy explains how personal data is handled when you visit or use https://www.lift-traffic.com/ (the “Website”), create an account, use its calculation and traffic-analysis features, contact Lift Traffic, or activate access through an authorized third-party platform.

The controller of personal data processed through the Website operates under the name “Lift Traffic” and is established in Greece. Privacy questions and requests may be submitted through the Website’s contact form.

2. Personal Data We Process

Depending on how you use the Website, we may process the following categories:

- **Account and profile data:** first and last name, email address, username, country, company name and type where supplied, password in hashed form, membership or access type, and account balance or usage allowance.
- **Project and usage data:** information entered into calculators and analysis tools, calculation parameters, saved configurations, generated results, feature usage, and associated account identifiers.
- **Transaction-confirmation data:** information received from an authorized platform such as Gumroad, which may include a transaction or sale identifier, purchaser email, purchaser name where provided, product or access type, amount, currency, transaction status, refund status, and tokens or access credited. Lift Traffic does not receive or store complete payment-card details when the platform processes the transaction.
- **Contact data:** your name, email address, message, and relevant account identifiers when you contact us.
- **Security and session data:** IP address, session identifier, login and activity times, browser user-agent, device-token hash, account changes, and security-related events.
- **Visitor and technical data:** IP address and a hashed form of the IP address, requested path, visit count, first and last visit times, referring website host, browser, operating system, device type, user-agent, and preferred browser language.

3. How We Obtain Data

If you choose to save an installation quote, we store its name, project inputs and calculated results linked to your account so you can retrieve it. These contents are encrypted on the server, with the key stored separately from the database, and retained until you delete the quote or your account is deleted, subject to the retention provisions below.

We obtain data directly from you when you register, update your profile, use Website features, save or generate results, or send a message. Technical and usage data is generated when your browser communicates with the Website. Transaction-confirmation data is received from the authorized third-party platform used for the relevant access.

4. Purposes and Legal Bases

We process personal data for the following purposes and legal bases under the General Data Protection Regulation ("GDPR"):

- **Providing accounts and Website functionality:** to register and authenticate users, deliver requested features, save work, maintain balances, activate access, and provide support. The legal basis is performance of a contract or steps requested before entering a contract.
- **Transaction administration:** to verify platform confirmations, associate access with the correct account, maintain transaction records, manage refunds or reversals, and prevent duplicate or fraudulent activation. The legal bases are contract performance, legitimate interests, and compliance with legal obligations where applicable.
- **Security and abuse prevention:** to protect accounts and the Website, maintain active sessions, investigate suspicious activity, enforce usage restrictions, and preserve service integrity. The legal basis is our legitimate interest in operating a secure and reliable service.
- **Service operation and improvement:** to understand aggregate traffic, diagnose errors, assess feature usage, and improve performance and usability. The legal basis is our legitimate interest in maintaining and improving the Website. We seek to limit this processing to data reasonably necessary for those purposes.
- **Communications:** to answer questions, provide requested support, and send service or access-related notices. The legal bases are contract performance, steps taken at your request, and legitimate interests.
- **Legal compliance and claims:** to comply with applicable law, respond to lawful requests, maintain records, and establish, exercise, or defend legal claims. The legal bases are legal obligation and legitimate interests.
- **Optional communications:** where a separate optional newsletter or promotional communication is offered, it will be sent on the basis of consent or as otherwise permitted by law. You may withdraw consent or opt out at any time.

5. Cookies and Similar Technologies

The Website uses cookies or equivalent browser storage that are necessary for login sessions, security, account continuity, preferences, and device recognition. A device token may be stored and represented on the server by a cryptographic hash.

Server logs and visitor statistics may also be created from normal web requests, including IP address, user-agent, referrer, language, and requested path. If non-essential cookies or third-party analytics are introduced, appropriate information and consent controls will be provided where required by law.

Disabling necessary cookies may prevent account login or other Website features from functioning correctly.

6. Sharing and Recipients

We do not sell or rent personal data and do not use it for third-party targeted advertising.

Personal data may be disclosed only as reasonably necessary to:

- Gumroad or another authorized transaction platform for transaction administration, access activation, refunds, fraud prevention, and support;
- hosting, infrastructure, database, security, backup, and technical-service providers;
- email and communications providers used to deliver account, access, or support messages;
- professional advisers where necessary for legal, accounting, security, or compliance purposes; and
- courts, regulators, tax authorities, law-enforcement bodies, or other public authorities where disclosure is legally required or necessary to protect legal rights.

Service providers are permitted to process data only for the relevant service and subject to appropriate contractual or legal obligations.

7. International Transfers

Some service providers, including transaction, hosting, or email providers, may process personal data outside Greece or the European Economic Area. Where GDPR transfer restrictions apply, we rely on an adequacy decision, approved Standard Contractual Clauses, or another lawful transfer mechanism, together with supplementary safeguards where appropriate.

Information about a provider's own processing is available in that provider's privacy policy. Gumroad independently processes transaction data under its own privacy terms.

8. Retention

We retain personal data according to the nature of the information and the reason it is needed. In deciding the appropriate period, we consider account and service requirements, security risks, prevention and investigation of abuse, the need to resolve disputes, and applicable legal or accounting obligations. Access to retained records is limited according to their purpose.

- **Account and saved-project records** are retained as needed to operate the account, preserve requested work, provide support, and handle account-related disputes or requests.
- **Transaction and access records** are retained as needed to confirm and administer access, handle refunds or reversals, prevent fraud, and meet applicable legal and accounting requirements.
- **Active-session records** are ordinarily removed after the applicable inactivity period or when the session ends.
- **IP addresses, login records, device and browser information, and other security records** may be retained where reasonably necessary to protect accounts and the Website, detect or investigate abuse, respond to security incidents, prevent repeated unauthorized activity, and establish or defend legal claims.
- **Visitor and technical records** may be retained where reasonably necessary for Website security, abuse prevention, fault diagnosis, reliable operation, and basic traffic analysis. Such information may be aggregated or anonymized when individual-level detail is no longer needed for the relevant purpose.
- **Contact messages** are retained as needed to answer the request and maintain an appropriate support, security, or dispute record.

A record may be retained for a longer period where required by law, a dispute, a lawful authority request, an unresolved security matter, or the need to establish, exercise, or defend legal claims. A

valid deletion request will be considered under applicable data-protection law, subject to any lawful reason requiring continued retention.

9. Security

We use reasonable technical and organizational measures intended to protect personal data against unauthorized access, alteration, disclosure, loss, or destruction. These measures may include password hashing, access controls, session protections, device-token hashing, input validation, logging, and restricted administrative access.

No internet service or storage system can be guaranteed completely secure. You are responsible for using a strong, unique password and protecting your account credentials.

10. Your GDPR Rights

Subject to applicable conditions and exceptions, you may have the right to:

- request access to and a copy of your personal data;
- correct inaccurate or incomplete data;
- request erasure of personal data;
- restrict processing;
- object to processing based on legitimate interests or to direct marketing;
- receive data you provided in a structured, commonly used, machine-readable format and request portability where applicable;
- withdraw consent at any time where processing relies on consent, without affecting earlier lawful processing; and
- lodge a complaint with the Hellenic Data Protection Authority or another competent supervisory authority.

Requests may be submitted through the Website's contact form. We may request information reasonably necessary to confirm your identity. We normally respond within one month, subject to extensions permitted by law.

11. Automated Decisions

The Website may automatically apply access balances, security checks, usage limits, and transaction-confirmation rules. These operational processes are not intended to make decisions producing legal or similarly significant effects based solely on automated processing. If this changes, this Policy will be updated and applicable rights and safeguards will be provided.

12. Children

The Website and registered-user features are not directed to children. A person who is not legally capable of creating an account or agreeing to the Terms of Use must not register independently. If you believe a child has submitted personal data unlawfully, contact us so the matter can be investigated.

13. Third-Party Websites

The Website may link to third-party websites and services. Their handling of personal data is governed by their own privacy policies, and Lift Traffic is not responsible for their independent practices.

14. Changes to This Policy

We may update this Policy to reflect changes in the Website, our practices, service providers, or applicable law. The effective date will be revised when an update is published. Material changes may also be communicated through the Website or account interface where reasonably appropriate.

15. Contact

For privacy questions, complaints, or requests to exercise data-protection rights, use the contact form at https://www.lift-traffic.com/ContactForm.

Important: This Policy describes Website data practices. Transaction platforms and other third parties process some information independently under their own privacy terms.