

Privacy Policy – Metal-Direct (EN)

Controller: Qwerty development macada-m srl (“Metal-Direct”, “we”)

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1. Scope

This policy covers personal data of B2B customer/supplier representatives and website visitors relating to: B2B accounts, RFQs, quotations, contracting, delivery, and support.

2. Data we process

- **B2B account data:** contact person’s name/title, e-mail, phone; company legal name, VAT, registered and delivery addresses.
- **Operational data:** RFQ content, technical requirements, attachments (e.g., BOM/drawings), quotation/order history.
- **Technical data:** IP address, timestamps, accessed URLs, device/browser type, security logs.
- **Cookies/Similar tech:** necessary (operation), optional (analytics/marketing – only with consent).

3. Purposes and legal bases (GDPR Art. 6)

- **Account setup and RFQ/quotation/order processing – Art. 6(1)(b) contract performance.**
- **Billing, accounting, record-keeping – Art. 6(1)(c) legal obligation.**
- **Security, fraud prevention, service improvement – Art. 6(1)(f) legitimate interests** (balancing test retained).
- **Optional commercial communications / non-essential cookies – Art. 6(1)(a) consent,** revocable anytime.

4. Recipients (categories)

IT infrastructure providers (hosting/CDN/e-mail), ticketing/CRM tools, transactional messaging providers, logistics partners, and advisors (legal/accounting) acting under **DPA**s and our documented instructions.

5. International transfers

Where non-EEA processors are used, we rely on **Standard Contractual Clauses** plus appropriate technical/organizational safeguards. Details available on request.

6. Retention

- Customer/contract data: for the business relationship duration plus applicable statutory terms (e.g., finance records min. 10 years).
- Technical/security logs: typically **6–12 months**.
- Cookies: as stated in the Cookie Policy.

7. Your rights

Access, rectification, erasure, restriction, objection, portability, and consent withdrawal. Standard response time: **1 month** (extendable where justified). You may lodge a complaint with the Romanian DPA. To exercise rights: office@metal-direct.ro.

8. Security

TLS, least-privilege access, logging/alerts, backups, in-transit encryption, retention controls, staff training.

9. Cookies and preferences

We display a **consent banner** with granular choices. Categories (necessary/functional/analytics/marketing), purposes and durations are described in our **Cookie Policy**. You can change preferences at any time.

10. Children

Our services target B2B customers; we do not knowingly target children.

11. Changes to this policy

We publish the **last update date** on the website; changes apply from publication.

Privacy contact: office@metal-direct.ro