

PERSONAL DATA

Privacy Policy

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SELLER / DATA CONTROLLER

Human Intel OÜ

Tornimäe tn 3/5/7, 10145 Tallinn, Estonia

Reg. no. 16384008 • VAT no. EE102473098

CONTACT

The Value Shift

www.thevalueshift.eu

valueshift@humanintel.eu • +359 899 212 433

1. Who we are

Human Intel OÜ is the data controller for the personal data described in this Privacy Policy, collected when you visit www.thevalueshift.eu or buy the eBook The Value Shift (English edition) or Jeres kunder sætter pris på værdi – gør I!? (Danish edition).

Privacy contact	valueshift@humanintel.eu
Website	www.thevalueshift.eu
Postal address	Tornimäe tn 3/5/7, 10145 Tallinn, Estonia
Registration	Reg. no. 16384008 VAT no. EE102473098

2. What data we collect

- Order details: full name, email address, telephone number and billing address.
- For business buyers: company name and VAT or tax number.
- Payment details: processed by Stripe. We do not see or store your full card number.
- Order and invoice data: product, amount, VAT, discount code if used, date, invoice number and delivery status.
- Messages you send to us by email.
- Technical data needed to run the website securely (e.g. IP address in server logs).
- Your country, derived from your IP address, and your language choice – used only to show the website in Danish or English.

3. Why we use your data and the legal basis

Handling your order, delivering the eBook and sending the invoice	Performance of a contract (GDPR art. 6(1)(b))
Bookkeeping and VAT reporting	Legal obligation (GDPR art. 6(1)(c))
Answering questions and support	Contract or legitimate interest (art. 6(1)(b)/(f))
Website security and fraud prevention	Legitimate interest (art. 6(1)(f))
Showing the website in the right language	Legitimate interest (art. 6(1)(f))

We do not send newsletters or marketing emails unless you have separately agreed to it, and we do not sell your personal data.

4. Who we share data with

- Stripe Payments Europe Ltd. – payment processing, invoicing and VAT calculation.
- Our web hosting and email provider – operation of the website and sending of order emails.
- country.is – a geolocation service that receives the visitor's IP address once to return the country, so the website can open in Danish or English. Where our hosting provider already supplies the country, no IP address is sent.
- Our accountant and the tax authorities, where required by law.

Our providers process data on our behalf under data processing agreements. Where data is transferred outside the EU/EEA, this is based on the European Commission's standard contractual clauses or another valid transfer mechanism.

5. How long we keep data

- Invoices and accounting records: 7 years, as required by Estonian accounting law.
- Order records and support emails: up to 3 years after the purchase, unless needed longer for a legal claim.
- Server logs: a short period, normally no longer than 90 days.
- The country found for an IP address is kept for at most 24 hours, stored only as a one-way hash of the IP address.

6. Your rights

You have the right to access your personal data, to have incorrect data corrected, to have data deleted or restricted where the law allows it, to object to processing based on legitimate interest, and to receive your data in a portable format. Write to valueshift@humanintel.eu.

You can also complain to the Estonian Data Protection Inspectorate (Andmekaitse Inspektsioon, www.aki.ee) or to the data protection authority in your own country.

7. Cookies

The website only uses cookies that are necessary for it to work and for secure payment, and one preference cookie ("vs_lang", 12 months) that remembers whether you chose English or Danish. If we add analytics or marketing cookies in the future, we will ask for your consent first.

8. Changes

We may update this Privacy Policy. The current version is always available on www.thevalueshift.eu.