

# PRIVACY POLICY

Intechfloor – [www.countpeople.eu](http://www.countpeople.eu)

Last updated : 04/05/2026

*This Privacy Policy informs users of the website [www.countpeople.eu](http://www.countpeople.eu) about how Intechfloor collects, uses, stores and protects their personal data, in accordance with the General Data Protection Regulation (GDPR – EU Regulation 2016/679). By browsing this site and making purchases, you agree to the practices described in this document.*

## 1. Identity of the Data Controller

The data controller for personal data collected via the website [www.countpeople.eu](http://www.countpeople.eu) is Intechfloor, a company established in Switzerland, specialising in connected and intelligent flooring solutions (Smart Flooring), selling its products and services to an international customer base through its online store.

For any questions regarding the protection of your personal data or to exercise your rights, please contact our data protection officer at: [info@intechfloor.com](mailto:info@intechfloor.com). We are committed to responding to any request within a maximum of 30 calendar days.

## 2. Personal Data Collected

### 2.1 Data provided directly by the user

When using our online store and services, we collect personal data that you provide directly, notably in the following situations:

- Account creation: first name, last name, email address, encrypted password, phone number (optional).
- Order placement: full delivery and billing address, phone number, payment information (securely processed by Stripe — see section 5).
- Contact form: name, email address, subject and content of your message.
- Newsletter or commercial communications subscription: email address and communication preferences.

### 2.2 Data collected automatically

When you browse our site, certain technical data is automatically collected via tracking and analytics technologies, including:

- Your IP address and device information (operating system, browser, screen resolution).
- Pages visited, navigation order, time spent on each page and links clicked.
- Date, time and duration of your visits.
- Site performance data and any technical errors encountered.

These data are collected via the Wix Analytics platform and cookies placed on your device (see section 6).

## 3. Purposes and Legal Basis for Processing

We process your personal data only for determined, explicit and legitimate purposes. For each processing activity, we rely on one of the following legal bases provided by the GDPR:

- Performance of a contract (Art. 6.1.b): processing and tracking your orders, managing your customer account, organising delivery, issuing invoices and handling returns or complaints.
- Consent (Art. 6.1.a): sending marketing communications, placing non-essential cookies for analytics or personalisation. You may withdraw your consent at any time.
- Legitimate interest (Art. 6.1.f): improving our services and user experience, statistical analysis of navigation, fraud prevention, securing our online store.
- Legal obligation (Art. 6.1.c): retention of billing and transaction data in accordance with applicable accounting and tax obligations.

## 4. Recipients of Data

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Your personal data is never sold to third parties. It may however be shared with the following categories of recipients, strictly for the purposes defined above:

- Wix.com Ltd: host of our online store and e-commerce platform provider. Wix is subject to its own GDPR-compliant privacy policies.
- Stripe, Inc.: online payment service provider, responsible for the secure processing of your transactions. Stripe is PCI-DSS Level 1 certified and never communicates your full banking details to us.
- Logistics providers and carriers: only data necessary for delivering your order (name, delivery address, phone number).
- Competent authorities: in case of legal obligation or judicial requisition.

All our sub-processors have been selected for their GDPR compliance and are bound by data processing agreements guaranteeing an adequate level of protection.

## 5. Payment Processing – Stripe

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The online store [www.countpeople.eu](http://www.countpeople.eu) uses Stripe as its primary payment processing provider. Stripe is a globally recognised leader in online payments, certified PCI-DSS (Payment Card Industry Data Security Standard) at the highest level. This certification ensures that your card details are processed to the strictest industry security standards.

When you make a payment on our store, you are redirected to a secure payment interface managed directly by Stripe. Your banking details (card number, expiry date, security code) never pass through our servers and are never stored by Intechfloor. Stripe alone processes and retains this information under its own security policies.

To learn more about Stripe's privacy practices, please consult their privacy policy at: [stripe.com/privacy](https://stripe.com/privacy).

## 6. Cookie Policy

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### 6.1 What is a cookie?

A cookie is a small text file placed on your device (computer, smartphone, tablet) when you visit our site. It allows us to remember information about your browsing in order to offer you a personalised experience and to analyse the use of our store.

### 6.2 Types of cookies used

- Essential cookies (mandatory): indispensable for the proper functioning of the site, the management of your session, your shopping cart and the security of your connection. These cookies do not require your consent.
- Analytical cookies (Wix Analytics): used to measure our site's audience, analyse browsing behaviour and improve our content and services. These cookies require your prior consent.
- Preference cookies: allow us to remember your browsing settings (language, region, display preferences).

### 6.3 Managing your preferences

When you first visit our site, a cookie management banner is presented via our Usercentrics tool. You may modify your cookie preferences at any time through your browser settings or via the cookie management link at the bottom of our site.

## 7. Data Retention Periods

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Your personal data is retained for defined periods based on its nature and the purpose for which it was collected:

- Order and billing data: 10 years from the date of transaction, in accordance with applicable legal accounting and tax obligations.
- Customer account data: retained for the duration of your account's activity, then deleted within 3 years of your last login or deletion request.
- Contact and messaging data: 3 years from your last exchange with our customer service.
- Navigation data and analytical cookies: maximum 13 months from collection.
- Marketing data: retained until you withdraw your consent or for 3 years without interaction.

## 8. Your Data Protection Rights

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Under the GDPR, you have the following rights regarding your personal data. You may exercise these rights at any time by contacting us at: [info@intechfloor.com](mailto:info@intechfloor.com)

- Right of access (Art. 15): you have the right to obtain confirmation that your data is being processed and to receive a copy, as well as information on how it is processed.
- Right of rectification (Art. 16): you have the right to have inaccurate or incomplete data corrected.
- Right to erasure (Art. 17): you have the right to request the deletion of your personal data, subject to legal retention obligations.
- Right to restriction of processing (Art. 18): you may request temporary suspension of the processing of your data in certain cases provided for by the GDPR.
- Right to data portability (Art. 20): you may receive your data in a structured, machine-readable format, and transmit it to another data controller.
- Right to object (Art. 21): you may object to the processing of your data for direct marketing purposes or based on our legitimate interest.
- Right to withdraw consent: where processing is based on your consent, you may withdraw it at any time without affecting the lawfulness of prior processing.

We are committed to responding to any request to exercise rights within one month. This period may be extended by two additional months for complex or numerous requests, in which case we will inform you.

## 9. Data Security

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Intechfloor implements all appropriate technical and organisational measures to guarantee the security, confidentiality and integrity of your personal data. These measures include: encryption of data in transit (HTTPS/TLS protocol), secure access management to our systems, rigorous selection of GDPR-compliant sub-processors, and a regularly updated internal data protection policy.

## 10. Amendments to this Privacy Policy

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Intechfloor reserves the right to modify this privacy policy at any time to reflect legal, regulatory or operational changes. Any modification will be published on this page with a new update date. We encourage you to consult this document regularly. In the event of a substantial change affecting your rights, we will inform you by email or via a notification on our site.