

PRIVACY POLICY

Last updated: 14 July 2026

1. General information

Roboti Adria Group, posredništvo, d.o.o., Dunajska cesta 158, 1000 Ljubljana, Slovenia, company registration number 9032487000, VAT identification number SI 87809940 (hereinafter referred to as the "Controller", the "Company", "we", "us" or "our"), respects the privacy of visitors to its website and other individuals whose personal data it processes.

This Privacy Policy explains:

- what personal data we collect and process;
- the purposes for which we use personal data;
- the legal bases on which we process personal data;
- with whom personal data may be shared;
- how long personal data is retained;
- how personal data is protected;
- what rights individuals have;
- how we use cookies, the Meta Pixel and other advertising tools.

This Privacy Policy applies to the website:

<https://ineedrobot.eu/>

We process personal data in accordance with applicable legislation, including:

- Regulation (EU) 2016/679, the General Data Protection Regulation ("GDPR");
- the Slovenian Personal Data Protection Act ("ZVOP-2");
- the Slovenian Electronic Communications Act ("ZEKom-2");
- other applicable legislation of the Republic of Slovenia and the European Union.

2. Personal data controller

The personal data controller is:

Roboti Adria Group, posredništvo, d.o.o.
Dunajska cesta 158
1000 Ljubljana
Slovenia

Company registration number: 9032487000
VAT identification number: SI 87809940

Email: **inneedrobot@roboti-adria.eu**

Website: **<https://inneedrobot.eu/>**

For questions concerning the processing of personal data or the exercise of your rights, you may contact us using the email or postal address stated above.

If the Controller appoints a data protection officer, the officer's contact details will be published in this Privacy Policy.

3. What is personal data?

Personal data means any information relating to an identified or identifiable natural person.

Personal data may include, in particular:

- first name and surname;
- email address;
- telephone number;
- information about a company and job position;
- IP address;
- cookie identifiers;
- online and advertising identifiers;
- information about the use of the website;
- the content of communications;
- other information that may be used to identify an individual directly or indirectly.

Processing means any operation performed on personal data, including its collection, recording, organisation, storage, consultation, use, disclosure, restriction, erasure or destruction.

4. Personal data we process

4.1 Information submitted through the contact form

When you complete a contact form on the website, we may process:

- your first name and surname;
- your country or region;
- your telephone number;
- your email address;
- the name of your company;
- your industry or field of activity;
- the type of enquiry or interest;
- the content of your message;
- other information you voluntarily provide;
- the date and time on which the form was submitted;

- technical information required for the secure submission of the form and the prevention of misuse.

Please do not submit special categories of personal data, such as health, biometric or other sensitive information, through the contact form unless this is strictly necessary.

4.2 Information obtained through direct communication

If you contact us by email, telephone, social media or through another communication channel, we may process:

- your first name and surname;
- your contact details;
- the company or organisation you represent;
- your job position or role;
- the content of the communication;
- information concerning your enquiry;
- information required to prepare an offer or provide a service;
- other information you voluntarily provide.

4.3 Information relating to customers, prospective customers and business partners

As part of our business relationships, we may process:

- the first name and surname of a contact person;
- the name of the company or organisation;
- the contact person's job position or role;
- a business email address;
- a telephone number;
- information about enquiries and offers;
- information about orders, contracts and deliveries;
- information about installations, demonstrations, training and servicing;
- information about complaints and warranty claims;
- information about invoices and payments;
- the content of business communications.

4.4 Information about the use of the website

When you use the website, the following information may be processed automatically:

- IP address;
- date and time of access;
- URLs and pages visited;
- device information;
- browser type and version;
- operating system;
- language settings;

- approximate location determined from the IP address;
- referring website address;
- information about website errors and performance;
- information about security incidents;
- cookie identifiers;
- advertising and other online identifiers;
- information about interactions with website content.

Some of this information is necessary for the technical operation and security of the website. Information used for analytics and advertising is processed only where an appropriate legal basis exists, generally your consent.

4.5 Information connected with Meta advertising

If you consent to advertising cookies and we use the Meta Pixel, Meta Conversions API or other Meta Business Tools, the following information may be processed:

- IP address;
- cookie identifiers;
- device and browser identifiers;
- pages visited;
- date and time of the visit;
- referring website address;
- information about an advertisement displayed or selected;
- information about clicks on advertisements;
- information about interactions with the website;
- information about completed conversions;
- information about the submission of a contact form;
- other technical and advertising identifiers.

If we use advanced matching or the Conversions API, certain contact details may also be transmitted to Meta in hashed or otherwise protected form, but only where an appropriate legal basis exists for such processing and disclosure.

5. Purposes and legal bases for processing

5.1 Handling enquiries

We process personal data for the purpose of:

- receiving and handling enquiries;
- responding to questions;
- presenting our products or services;
- preparing offers;
- arranging demonstrations, meetings or potential business cooperation;
- carrying out further communication concerning a request.

Legal bases:

- taking steps at the request of the data subject before entering into a contract;
- our legitimate interest in maintaining effective business communication and responding to received messages.

Providing the information marked as mandatory is necessary for us to handle an enquiry properly. If you do not provide this information, we may be unable to respond or prepare an offer.

5.2 Entering into and performing contracts

We process personal data for the purpose of:

- preparing and entering into contracts;
- processing orders;
- performing deliveries;
- installing and commissioning equipment;
- demonstrating products;
- providing training;
- providing support and servicing;
- handling complaints and warranty claims;
- communicating in connection with contractual relationships;
- issuing invoices and monitoring payments.

Legal bases:

- performance of a contract;
- taking steps before entering into a contract;
- compliance with legal obligations;
- our legitimate interest in managing a business relationship with the company or organisation represented by the contact person.

5.3 Compliance with legal obligations

We process personal data for the purpose of:

- complying with tax and accounting obligations;
- maintaining business records;
- issuing and retaining invoices;
- fulfilling obligations concerning complaints and warranties;
- responding to lawful requests from competent authorities;
- complying with other legal obligations.

Legal basis: compliance with a legal obligation to which the Controller is subject.

5.4 Website and information-system security

We may process technical information and access logs for the purpose of:

- ensuring the secure and stable operation of the website;

- preventing spam;
- preventing automated attacks and misuse;
- detecting security incidents;
- diagnosing technical problems;
- protecting information systems;
- protecting our rights and the rights of users and business partners;
- establishing, exercising or defending legal claims.

Legal basis: our legitimate interest in ensuring the security, reliability and uninterrupted operation of the website and our information systems.

5.5 Website analytics

If we use analytics tools, we may process information for the purpose of:

- measuring website traffic;
- understanding how the website is used;
- identifying technical issues;
- improving the user experience;
- improving the content and structure of the website;
- preparing statistical reports.

Legal basis: your consent where an analytics tool uses non-essential cookies or similar technologies.

5.6 Meta advertising and conversion measurement

If we use the Meta Pixel, Meta Conversions API or other Meta Business Tools, we may process personal data for the purpose of:

- measuring the performance of advertisements on Facebook and Instagram;
- determining whether a user visited our website after viewing or clicking an advertisement;
- measuring submitted contact forms and other conversions;
- associating website visits with advertising campaigns;
- optimising the delivery of advertisements;
- limiting the frequency with which advertisements are displayed;
- preparing reports about campaign performance;
- remarketing;
- creating custom audiences;
- creating similar or lookalike audiences.

Legal basis: your prior consent.

The Meta Pixel, Meta Conversions API and other non-essential advertising technologies must not be activated until the user has provided valid consent to advertising cookies or similar technologies.

You may withdraw or change your consent at any time through the website's cookie settings. The withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

5.7 Direct marketing

If you separately subscribe to receive newsletters or other marketing communications, we may use your personal data to send:

- information about products and services;
- promotional offers;
- news;
- invitations to events;
- invitations to demonstrations, trade fairs or training sessions;
- other marketing content.

Legal basis: your consent.

You may unsubscribe at any time and free of charge by using the unsubscribe link included in the communication or by emailing ineedrobot@roboti-adria.eu.

Where applicable law permits us to inform existing customers about similar products or services, we may also process personal data on the basis of our legitimate interest and the applicable rules governing direct marketing. Every message will provide a simple way to opt out.

Submitting a general enquiry through the contact form does not, in itself, constitute consent to receive general marketing communications.

5.8 Establishment and defence of legal claims

We may process personal data for the purpose of:

- resolving disputes;
- documenting business communications;
- recovering outstanding obligations;
- enforcing contractual rights;
- defending against claims;
- participating in administrative, judicial or other proceedings.

Legal basis: our legitimate interest in protecting and enforcing our rights and legal claims.

6. Cookies and similar technologies

The website may use cookies, pixel tags, web beacons, local storage, tags and other similar technologies.

A cookie is a small file that a website stores on or accesses from a user's device.

6.1 Strictly necessary cookies

Strictly necessary cookies enable:

- the basic operation of the website;
- the security of the website;
- the correct operation of contact forms;
- the storage of privacy preferences;
- the management of user consent;
- the prevention of misuse;
- the performance of other functions explicitly requested by the user.

Consent is generally not required for strictly necessary cookies because the website or requested service cannot operate properly without them.

6.2 Analytics cookies

Analytics cookies help us understand how visitors use the website.

We use them only where the user has provided consent, if such consent is required by law.

6.3 Advertising cookies

Advertising cookies may be used for:

- measuring advertising effectiveness;
- measuring conversions;
- displaying more relevant advertisements;
- remarketing;
- creating custom audiences;
- limiting repeated advertisements;
- linking website visits to advertising campaigns.

This category also includes cookies and similar technologies connected with the Meta Pixel.

Advertising cookies are stored or activated only after the user has provided prior consent.

6.4 Managing consent

When visiting the website for the first time, users must be able to:

- accept all non-essential cookies;
- reject all non-essential cookies;
- select individual cookie categories;
- obtain clear information about purposes and providers;
- change or withdraw their decision easily at a later time.

Non-essential cookie categories must be disabled by default.

Rejecting non-essential cookies must not prevent the basic use of the website.

A list of the specific cookies used, their providers, purposes and storage periods is available through the cookie preference manager or a separate Cookie Policy.

7. Meta Pixel and Meta Business Tools

We may use the Meta Pixel, Meta Conversions API and other Meta Business Tools on the website.

The provider of these services for users in the European Economic Area is generally:

Meta Platforms Ireland Limited

Merrion Road
Dublin 4
D04 X2K5
Ireland

The Meta Pixel is a software code that enables certain actions performed by website visitors to be recorded and connected with advertising campaigns on Facebook and Instagram.

7.1 Purposes of use

We may use Meta tools for:

- measuring page views;
- measuring clicks;
- measuring submitted enquiries;
- measuring other conversions;
- optimising campaigns;
- preparing aggregated reports;
- remarketing;
- creating custom audiences;
- creating similar or lookalike audiences.

7.2 Association with a Meta user account

If a user is logged into Facebook or Instagram, Meta may associate information received through the Meta Pixel or other Meta Business Tools with the user's account.

Meta may also use the information received for its own purposes, including the provision, personalisation and measurement of advertising, in accordance with its own privacy policy.

We do not have complete control over the scope and manner of further processing carried out by Meta as an independent controller.

7.3 Remarketing

Based on information about visits to the website, we may create an audience of visitors to whom Meta may subsequently display our advertisements on Facebook or Instagram.

For example, advertisements may be displayed to users who:

- visited a particular product page;
- visited the contact page;
- began completing a contact form;
- submitted an enquiry;
- performed another predefined action.

Remarketing is carried out only on the basis of valid consent to advertising cookies and similar technologies.

7.4 Custom and similar audiences

Meta may use information about users to create:

- custom audiences consisting of users who visited the website or performed a particular action;
- similar or lookalike audiences consisting of users whom Meta considers to have similar characteristics or interests.

When using these functions, we generally do not receive a direct list of the individuals included in a particular audience. Meta generally provides tools for managing groups of users and aggregated statistical information.

7.5 Audiences created from contact lists

If we use contact lists, such as customer email addresses, for advertising purposes, we will do so only where an appropriate legal basis exists.

Contact details may be converted into hashed form before being transmitted to Meta. As it may still be possible in certain circumstances to associate such information with an individual, this activity continues to constitute the processing of personal data.

We will not automatically use information submitted through a general contact form to create contact-list audiences without an appropriate legal basis and prior notice to the individual.

7.6 Advanced matching and Conversions API

If we use advanced matching or the Meta Conversions API, certain conversion information may be transmitted to Meta directly from our server environment.

Such information may include:

- information about an event or conversion;
- the date and time of the event;
- the relevant URL;

- the IP address;
- browser information;
- hashed contact details;
- other identifiers required for conversion matching.

These functions are used only where an appropriate legal basis exists and their operation is aligned with the user's choices in the consent-management tool.

Rejecting advertising cookies must also prevent the transmission of information for advertising purposes through server-side or similar solutions, unless a separate and valid legal basis exists for the specific processing activity.

8. Joint controllership with Meta

For certain activities involving the collection and transmission of information through Meta Business Tools, we and Meta Platforms Ireland Limited may act as joint controllers.

Joint controllership may apply particularly to:

- collecting information about the actions of website visitors;
- transmitting information to Meta;
- measuring advertising events;
- creating custom audiences;
- preparing statistical reports.

The division of responsibilities between the controllers may be governed by Meta's Controller Addendum or other applicable Meta terms.

Meta is generally responsible for:

- the security of information within its systems;
- further processing within its platforms;
- providing information about its further processing activities;
- enabling the exercise of certain rights relating to information held by Meta.

We are generally responsible for:

- selecting and installing Meta tools on the website;
- providing information to website users;
- obtaining appropriate consent;
- correctly configuring the cookie consent-management tool;
- determining the events and conversions that we wish to measure.

Regardless of the division of responsibilities, an individual may exercise their rights against either joint controller.

9. Sources of personal data

We generally obtain personal data:

- directly from you;
- through the contact form;
- during business communications;
- from the company or organisation you represent;
- from publicly available business registers and sources;
- from contractual or business partners;
- automatically when you use the website;
- through cookies and similar technologies, where you have provided consent;
- from advertising platforms when you visit our website through an advertisement.

If we do not obtain personal data directly from you, we will provide the information required by applicable law unless a statutory exception applies.

10. Recipients of personal data

Personal data may be accessed only by persons who require it to perform their duties and who are bound by confidentiality obligations.

Where necessary, we may disclose personal data to:

- hosting and server-infrastructure providers;
- website developers and maintenance providers;
- information-technology and communication-service providers;
- cybersecurity providers;
- email-service providers;
- contact-form management providers;
- customer relationship management system providers;
- analytics providers;
- cookie and consent-management providers;
- Meta Platforms Ireland Limited;
- advertising and marketing service providers;
- marketing agencies;
- accounting, tax and legal advisers;
- delivery, installation, support and servicing providers;
- affiliated companies and business partners;
- banks and payment-service providers;
- insurance companies;
- courts, public authorities and other competent institutions where required by law.

Processors may process personal data only in accordance with our documented instructions, for agreed purposes and subject to appropriate security measures.

We do not sell personal data.

11. External links and social media

The website may contain links to external websites or platforms, including:

- Facebook;
- Instagram;
- LinkedIn;
- YouTube;
- other online platforms.

When you leave our website and visit an external platform, the provider of that platform may process your personal data as an independent controller in accordance with its own privacy policy.

If external content such as videos, maps, social media plugins or other interactive content is embedded on the website, non-essential data transfers and tracking technologies will be activated only where an appropriate legal basis exists.

12. Transfers to third countries

We aim to ensure that personal data is processed within the European Economic Area.

Some providers of online, information-technology, analytics or advertising services may process personal data outside the European Economic Area, particularly in the United States of America.

This may also apply to Meta and its affiliated companies or infrastructure providers.

Where personal data is transferred to a third country, we ensure, or require the relevant provider to ensure, the use of an appropriate legal transfer mechanism, such as:

- an adequacy decision adopted by the European Commission;
- the recipient's participation in a valid data-protection framework, where the applicable conditions are satisfied;
- Standard Contractual Clauses adopted by the European Commission;
- Binding Corporate Rules;
- another safeguard permitted by law.

Where necessary, the circumstances of the transfer are also assessed and additional technical, contractual or organisational measures are implemented.

Information about the specific transfer mechanism used may be requested by emailing ineedrobot@roboti-adria.eu.

13. Retention periods

We retain personal data only for as long as necessary for the purpose for which it was collected or for as long as required by applicable law.

13.1 General enquiries

We retain information relating to general enquiries until the communication is concluded and, as a general rule, for no longer than two years after the last substantive communication.

Information may be retained for longer where:

- the enquiry results in a contractual relationship;
- an unresolved request or claim exists;
- retention is necessary for a legal claim;
- a longer period is required by law.

13.2 Offers and business communications

Offers and related communications are retained for as long as necessary to continue the business relationship, document agreements and establish, exercise or defend legal claims.

13.3 Contracts

Contractual documentation is retained during the contractual relationship and after its termination for as long as necessary to comply with legal obligations, applicable limitation periods and the protection of legal claims.

13.4 Invoices and accounting documentation

Invoices and tax and accounting documentation are retained for the periods required by applicable law, generally for at least ten years unless a different period is required.

13.5 Direct marketing

Personal data processed on the basis of consent for direct-marketing purposes is retained until the consent is withdrawn or the individual unsubscribes.

We may retain a record of an unsubscribe request or objection after the individual unsubscribes to ensure that their decision is respected.

13.6 Technical and security logs

Technical and security logs are generally retained for no longer than six months.

They may be retained for longer where necessary for:

- investigating a security incident;
- preventing misuse;
- resolving technical problems;
- establishing, exercising or defending legal claims.

13.7 Cookies

Individual cookies are retained for the periods stated in the cookie preference manager or cookie list.

13.8 Records of consent

Records of consent, rejection or withdrawal are retained for as long as necessary to demonstrate compliance and respect the user's choices.

13.9 Meta advertising data

Information available to us in connection with Meta advertising campaigns is retained for as long as necessary for:

- measuring campaign performance;
- optimising campaigns;
- preparing reports;
- demonstrating compliance;
- resolving potential disputes.

The retention periods for information processed by Meta in its systems as an independent controller are governed by Meta's policies and privacy notice.

After the relevant retention period expires, personal data is erased, anonymised or otherwise permanently disconnected from an identifiable individual.

14. Protection of personal data

We implement appropriate technical and organisational measures to protect personal data, taking into account the nature of the information, the purposes of processing and the associated risks.

Measures may include:

- restricting access;
- managing user-access rights;
- using secure passwords;
- multi-factor authentication;
- encrypted data transmission;
- data backups;
- software updates;
- protection against malicious software;
- monitoring security incidents;
- logging access;
- contractual arrangements with processors;
- employee training;
- confidentiality obligations;
- procedures for handling personal-data breaches.

Despite these measures, complete security of information transmitted or stored over the internet cannot be guaranteed.

15. Automated decision-making and profiling

As a general rule, we do not use personal data to make decisions that:

- are based solely on automated processing;
- produce legal effects concerning an individual;
- similarly significantly affect an individual.

Meta may carry out automated classification, analysis of interests and profiling within its advertising systems for the purpose of displaying and optimising advertisements.

We generally do not receive a complete profile of an individual Meta-platform user. Instead, we access advertising-platform functions and aggregated results.

If we introduce automated decision-making that has significant effects on an individual, we will inform the individual separately in advance and provide the rights required under the GDPR.

16. Rights of individuals

Under applicable data-protection law, you have the following rights.

16.1 Right of access

You have the right to request confirmation as to whether we process your personal data and to obtain access to the personal data and information about its processing.

16.2 Right to rectification

You have the right to request the correction of inaccurate personal data and the completion of incomplete personal data.

16.3 Right to erasure

In the circumstances provided by law, you may request the erasure of your personal data.

The right to erasure is not absolute. We may retain personal data where processing is necessary for:

- compliance with a legal obligation;
- exercising the right to freedom of expression and information;
- reasons of public interest;
- establishing, exercising or defending legal claims;
- other reasons permitted by law.

16.4 Right to restriction of processing

In the circumstances provided by law, you may request that the processing of your personal data be restricted.

16.5 Right to data portability

Where processing is based on your consent or a contract and is carried out by automated means, you have the right to receive personal data that you provided to us in a structured, commonly used and machine-readable format.

Where technically feasible, you may also request the direct transmission of the information to another controller.

16.6 Right to object

Where we process personal data on the basis of legitimate interests, you may object to the processing for reasons relating to your particular situation.

We will stop processing the personal data unless we demonstrate compelling legitimate grounds for the processing that override your interests, rights and freedoms or unless the personal data is required for the establishment, exercise or defence of legal claims.

You may object to the processing of personal data for direct-marketing purposes at any time. Following such an objection, we will no longer use your personal data for that purpose.

16.7 Right to withdraw consent

Where processing is based on consent, you may withdraw that consent at any time.

Consent to cookies and Meta advertising may be withdrawn or changed through the cookie settings on the website.

The withdrawal of consent does not affect the lawfulness of processing carried out before the withdrawal.

16.8 Rights relating to automated decision-making

In the circumstances provided by the GDPR, you have the right not to be subject to a decision based solely on automated processing that produces legal effects concerning you or similarly significantly affects you.

16.9 Right to lodge a complaint

If you believe that we are processing your personal data unlawfully, you may lodge a complaint with:

Information Commissioner of the Republic of Slovenia
Dunajska cesta 22
1000 Ljubljana
Slovenia

Email: gp.ip@ip-rs.si

Website: www.ip-rs.si

The right to lodge a complaint is without prejudice to any other administrative or judicial remedy.

17. Exercising your rights

You may submit a request:

- by email to **ineedrobot@roboti-adria.eu**;
- by post to **Roboti Adria Group, posredništvo, d.o.o., Dunajska cesta 158, 1000 Ljubljana, Slovenia.**

Your request should specify:

- the right you wish to exercise;
- the personal data or processing activity to which the request relates;
- the information required to identify you;
- how you wish to receive our response.

Where we have reasonable doubts concerning the identity of the person submitting the request, we may request additional information necessary to verify their identity.

We will respond without undue delay and generally within one month of receiving the request.

Taking into account the complexity and number of requests, this period may be extended by up to two additional months. We will inform you of the extension and the reasons for it within one month of receiving the request.

Exercising your rights is generally free of charge. Where requests are manifestly unfounded or excessive, particularly because of their repetitive nature, we may:

- charge a reasonable fee;
- refuse to act on the request.

18. Children's personal data

The website and our services are primarily intended for business users and are not specifically directed at children.

We do not knowingly collect children's personal data for direct-marketing or targeted-advertising purposes.

If we become aware that we have obtained a child's personal data without an appropriate legal basis, we will erase it or take other appropriate action.

Parents or legal guardians may contact us at inneedrobot@roboti-adria.eu.

19. Changes to this Privacy Policy

We may amend this Privacy Policy from time to time as a result of:

- changes in legislation;
- new guidance from supervisory authorities;
- changes in our business processes;
- the introduction of new website functionality;
- changes to the providers we use;
- changes to analytics or advertising tools;
- efforts to improve the clarity of the information provided.

The current version will always be published on the website. The date of the most recent update will be stated at the top of the document.

If changes materially affect your rights or the manner in which personal data is processed, we will provide an appropriate additional notice or obtain new consent where required.

20. Contact details

For questions, comments or requests relating to the processing of personal data, you may contact us at:

Roboti Adria Group, posredništvo, d.o.o.

Dunajska cesta 158

1000 Ljubljana

Slovenia

Email: inneedrobot@roboti-adria.eu

Website: <https://inneedrobot.eu/>