Privacy policy

Statement dated 21 November 2025. Local PDF version: 29 October 2026. English translation of the existing German statement.

We, Foodbegood UG (haftungsbeschränkt) i.G., explain below which personal data we collect on this website, how we use it and which rights you have under the General Data Protection Regulation (GDPR). This privacy policy applies to www.foodbegood.de and the forms embedded here. We provide separate information for our mobile Foodbegood application.

We process personal data only where necessary to provide our digital and sustainable services, handle enquiries and improve our offering.

1. Controller

Foodbegood UG (haftungsbeschränkt) i.G.

Spreeinsel 6, 15848 Beeskow, Germany

Represented by: Alice Warkentin (CEO)

Email: foodbegood.de@gmail.com

Legal notice: https://www.foodbegood.de/impressum.html

2. Privacy contact

For questions or to exercise your rights, contact foodbegood.de@gmail.com. Please use the subject line “Privacy”.

3. Data processed and purposes

• Contact and enquiry forms: name, email address, telephone number and the message you provide, to call you back or send information.

• Waiting list/newsletter: email address and optionally your name, to send Foodbegood updates.

• Technical usage data: truncated IP address, device and browser information, access time and error logs, to ensure operation.

• Cookies and audience measurement: we use only technically necessary cookies and, with your consent, anonymous analytics cookies for usage statistics.

Personal data processed through the Foodbegood app, such as profile and payment data, is stored strictly separately and explained in separate notices.

4. Legal bases

• Article 6(1)(a) GDPR: consent, for example for newsletters or optional cookies.

• Article 6(1)(b) GDPR: performance of pre-contractual or contractual obligations, including handling your enquiries.

• Article 6(1)(f) GDPR: our legitimate interests in a secure, efficient and user-friendly website.

• Article 6(1)(c) GDPR: compliance with legal documentation and retention duties.

5. Hosting and processing on our behalf

Our website runs on servers provided by a European infrastructure provider. We have data processing agreements under Article 28 GDPR with all service providers. Transfers to third countries take place only where appropriate safeguards, such as EU Standard Contractual Clauses, are in place.

6. Retention periods

We delete personal data once its purpose no longer applies, unless statutory retention periods prevent this. We generally retain contact enquiries for up to 12 months and technical logs for no more than 30 days. Newsletter data is retained until you withdraw consent.

7. Cookies and analytics

Essential cookies enable basic functions, such as navigation. We use analytics cookies only with your explicit consent to generate aggregate page-view and loading-time statistics. Without consent, no non-essential cookies are set and no analytics scripts are loaded.

Optional tools used after consent:

• Matomo Cloud (Matomo Cloud, Innocraft Ltd., New Zealand/EU hosting): we use Matomo for anonymised audience measurement. Truncated IP addresses, device information, referrers and visited URLs may be processed. Data is stored on Matomo Cloud’s EU servers. The legal basis is your consent under Article 6(1)(a) GDPR in conjunction with Section 25(1) TTDSG. A data processing agreement is in place.

• Amplitude Analytics (Amplitude, Inc., USA/EU region): with your consent, we use Amplitude for product and usage analytics. Data includes pseudonymous user IDs, website interactions and technical metadata such as browser, device and timestamp. Processing takes place on EU servers; Standard Contractual Clauses are used for any transfers to third countries. The legal basis is consent under Article 6(1)(a) GDPR.

• Google Analytics (Google Ireland Limited, Ireland/Google LLC, USA): with your consent, we use Google Analytics for audience measurement and website usage analysis. Cookie IDs, IP addresses, device and browser information, referrers, visited URLs and interactions may be processed. For possible transfers to the USA, Google relies on appropriate safeguards such as EU Standard Contractual Clauses. The legal basis is consent under Article 6(1)(a) GDPR in conjunction with Section 25(1) TTDSG.

You may withdraw consent at any time through cookie settings or delete cookies in your browser. Consent already given is stored locally in the consent banner using local storage, so optional scripts run only after consent.

8. Contact forms and communication

When you contact us through forms or by email, we process your information solely to handle your request. Required fields are kept to a minimum: name and email, with telephone number optional. Transmission is encrypted using TLS.

9. Waiting list, newsletter and events

If you join our waiting list or sign up for updates, we use your email address to send project-related information. We document subscriptions and unsubscriptions using double opt-in. You may withdraw consent at any time through the unsubscribe link or by messaging us.

10. Server logs and security

When you visit our pages, we automatically store limited log data: truncated IP address, timestamp, URL, user agent and referrer. This processing helps prevent attacks, monitor errors and ensure operation, based on Article 6(1)(f) GDPR.

11. Data associated with the Foodbegood app

Information processed through our app, such as payment data and transaction history, is stored in separate systems protected by role-based access. Detailed information is available in the relevant app privacy policy.

12. Your rights

You have the right to access (Article 15 GDPR), rectification (Article 16), erasure (Article 17), restriction of processing (Article 18), data portability (Article 20) and objection to processing based on Article 6(1)(e) or (f) (Article 21).

13. Withdrawal and objection

You may withdraw consent at any time with future effect. Where we process data based on legitimate interests, you may object on grounds relating to your particular situation.

14. Right to complain

You have the right to lodge a complaint with a data protection supervisory authority. Our competent authority is the Brandenburg Commissioner for Data Protection and Access to Information, Stahnsdorfer Damm 77, 14532 Kleinmachnow, Germany.

15. Changes to this privacy policy

We reserve the right to amend this privacy policy when new legal requirements or technical changes make this necessary. The current version is always available on this page.

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