Privacy Policy

How we collect, use, and protect your personal data

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Data Controller

INTERNATIONAL DIGITAL RETAIL S.R.L. (IDR SRL)

CUI: 48660664 | VAT: RO48660664

Registered Office: Strada Povestei Nr. 10, COM.12, MOD 02/01, Sector 4, București, 041214, România

Contact: contact@ids.express

Personal Data We Process

Identity Data

Full name, company name (if applicable)

Contact Data

Email address, phone number

Delivery Data

Addresses and shipment details

Account Data

Login credentials (securely hashed)

Payment Data

Payment history (amounts, status, provider IDs). No card data is stored.

Support Data

Messages and request metadata

AI Assistant Data

Your messages to our AI assistant and its answers — see AI Assistant

Technical Data

IP address, user agent, technical logs — see Technical logs

Purposes and Legal Basis

Contract — Contract Performance

Account creation, processing shipments, billing

Legitimate — Legitimate Interests

Fraud prevention, service improvement, security

Legal — Legal Obligations

Accounting and tax records (Romanian law)

Consent — Consent

Marketing communications (if enabled)

Data Sharing and Controller Roles

We share your data with the following categories of service providers:

- **Payment processors:** For secure payment handling
- **Carrier services:** FedEx and other shipping providers for shipment execution
- **AI assistant:** OpenRouter and the AI model providers it uses — see AI Assistant
- **Hosting provider:** EU-based hosting (Contabo)

Important: Data Controller Responsibilities

For shipment execution, IDS Express and the carrier (e.g., FedEx) are each independent data controllers under GDPR. If you are a business user uploading recipient data, you confirm you have a lawful basis to provide such data and have fulfilled your obligations under applicable data protection laws.

International Transfers

Our website and database run on servers we operate. Several service providers we rely on are established, or process data, outside the European Union and the European Economic Area (EU/EEA) — in particular in the United States. Personal data is therefore transferred outside the EU/EEA, in particular in these cases:

- **Cloudflare:** every request to our website passes through Cloudflare's network, which delivers and protects the site (IP address and request data).
- **Google:** the address text you type, to suggest matching addresses (Google Places); the Google sign-in library our pages load (IP address and browser information), and the sign-in itself if you choose to sign in with Google; Google Analytics and Google Ads tags, only after you accept them (see Cookies and Similar Technologies).
- **FedEx:** the shipment details needed to quote, book and track your shipments — sender and recipient names, addresses and contact details, package and customs data. For a destination outside the EU/EEA these details necessarily travel to the destination country.
- **Stripe:** your name, e-mail address and the payment details you enter when you top up your balance or pay.
- **OpenRouter:** the messages you write to our chat assistant and, when you are signed in, the account, address-book and shipment information the assistant looks up to answer you. OpenRouter passes them on to the AI model providers we select — at present Google, Anthropic, OpenAI and Cohere. In voice mode, the text of the replies read aloud is sent as well.
- **Resend:** your e-mail address and the content of the e-mails we send you, such as account verification, password reset and shipment notifications.
- **Telegram:** internal notifications to our team about registrations, shipments and payments, which can include your name, e-mail address and shipment details.

You can ask us for more information about these transfers at contact@ids.express.

AI Assistant

The chat on our website and the assistant in your account are an artificial intelligence (AI) system, not a person. Its answers are generated automatically and can be wrong or incomplete, so please check important information such as prices, deadlines and customs requirements. The assistant takes no decisions that have legal or similarly significant effects on you: a shipment is created only after you review and confirm it yourself.

When you use the assistant, we process:

- the messages you write or dictate and the assistant's answers;
- if you are signed in, the account, address-book, balance and shipment information the assistant looks up to answer you, and the shipment draft it prepares with you;

- service records of each request: the time, the AI model and tools used, the amount of text processed and its cost, any error, the identifier of your account or of your chat cookie, and your IP address.

We use this data to answer your questions and, if you are signed in, to help you prepare shipments — at your request, to perform our contract with you or to take steps before entering into one (Art. 6(1)(b) GDPR). Questions not connected with a contract with you — for example about a parcel someone else is sending you — we answer on the basis of our legitimate interest in answering questions about our services (Art. 6(1)(f) GDPR). We keep conversations for the periods below so that you can return to them and so that authorised IDS staff can read them to follow up your questions or complaints and to check and improve the assistant's answers; the service records also serve to keep the service secure, to prevent abuse and to control costs. For these purposes we rely on our legitimate interests (Art. 6(1)(f) GDPR).

Your messages and the data the assistant looks up are processed by OpenRouter, which passes them on to the AI model providers we select — at present Google, Anthropic, OpenAI and Cohere — to generate answers, conversation titles and spoken replies and to search our help articles. These providers are established or process data outside the EU/EEA, in particular in the United States; see International Transfers. To answer you, the assistant also sends the addresses, postal codes and tracking numbers you give it to the services our website uses for the same tasks: FedEx (prices, address checks, collection dates and tracking) and our address-suggestion provider.

Voice mode (in the chat on the contact page): your speech is recognised by your browser's own speech service — in Google Chrome, for example, the recording is sent to Google — and only the recognised text reaches us. If a reply is read aloud, its text is sent through OpenRouter to a speech-synthesis model (at present from Google); we do not store the audio.

Do not write payment card details or passport or identity-card numbers in the chat, nor health information or any other special categories of personal data (Art. 9 GDPR) — the assistant does not need them. Anything you write is stored with the conversation and sent to our AI providers like the rest of it. If a shipment needs an identification number, for example for customs, enter it in the shipment form.

How long conversations are kept

- Conversations of visitors without an account: deleted 90 days after the last message.
- Conversations of signed-in users: deleted 24 months after the last message. You can also delete a conversation yourself in the assistant at any time; its messages are then deleted at once.
- The service records of a conversation are deleted together with it. Records left without a conversation, for example after you deleted it, are deleted once they are older than the

longer of these two periods.

IDS sets these periods and may change them; this section always shows the periods in force.

Deleted conversations remain in our database backups until those backups are deleted: daily backups after about 14 days. Copies we make before maintenance work on the database currently have no fixed deletion date. We use backups only for technical work on the service: to restore it after a fault, to check that backups can be restored and to investigate technical errors.

You can talk to a person at IDS instead, without an account: contact@ids.express · +40 751 335 655

The rights described in Your Rights below apply to your conversations too — for example access and erasure. Where we rely on our legitimate interests, you can also object to the processing on grounds relating to your particular situation (Art. 21 GDPR). If you used the chat without an account, tell us roughly when you chatted and what about, so that we can find your conversation. To use these rights, write to us at contact@ids.express.

Data Retention

We retain your data for as long as necessary to provide our services and comply with legal obligations:

Data Type	Retention Period
Active accounts	While account is active
Orders/shipments (accounting)	5 years (Romanian law)
Financial statements	10 years (Romanian law)
Support tickets	12-24 months
AI assistant conversations — visitors without an account	90 days after the last message
AI assistant conversations — signed-in users	24 months after the last message
Application logs	About 30 days
Proxy server access log	Limited by size — roughly the last 30 days at current traffic
Database server error log	Currently not limited in time

Data Type	Retention Period
Records of account and administrative actions (with IP address and browser)	Currently no fixed time limit
Business API request log	90 days
Records of your consent to our terms and this policy	Currently no fixed time limit (kept as proof of consent)
Database backups	Daily backups: about 14 days. Copies made before maintenance work: currently no fixed time limit

Technical logs

When you use our website, our servers write technical logs: your IP address (in full), the date and time, the page or API address requested (with the values of any query part removed) and the response status; our application logs also record, for example, your account and shipment identifiers and sign-in and payment events, with e-mail addresses and phone numbers shortened. Passwords, access tokens, cookies and the text of your chat messages are not written to these logs. We use them on the basis of our legitimate interest in keeping the website secure, preventing abuse and fixing errors. Application logs are deleted automatically about 30 days after they are written. The access log of our proxy server is limited by size, not by date: at current traffic it holds roughly the last 30 days, and when traffic is low it can hold older entries. Our database server also keeps an error log; it can contain values from failed operations, including full e-mail addresses, and is currently not limited in time. If a log is needed to investigate a specific security incident or a legal claim, we keep the relevant extract until that matter is closed.

Your Rights

Under GDPR, you have the following rights regarding your personal data:

- **Right to Access** — Request a copy of your personal data
- **Right to Rectification** — Correct inaccurate personal data
- **Right to Erasure** — Request deletion of your data
- **Right to Restriction** — Limit how we use your data
- **Right to Portability** — Receive your data in a portable format
- **Right to Object** — Object to certain processing activities

To exercise your rights, contact us at contact@ids.express.

You may also lodge a complaint with the Romanian supervisory authority: ANSPDCP (Autoritatea Națională de Supraveghere a Prelucrării Datelor cu Caracter Personal).

Security Measures

- Secure, httpOnly cookies for authentication
- CSRF protection
- Encryption in transit (TLS/HTTPS)
- Role-based access control and audit logging
- Passwords, tokens and cookies removed from logs; e-mail addresses and phone numbers shortened
- Regular security reviews

Cookies and Similar Technologies

On your first visit a banner asks for your choice. Google's advertising and analytics tags are loaded only after you accept them: if you reject them, or simply ignore the banner, they are not loaded at all.

Needed to run the site and remember what you chose or typed

These need no consent and are not used to track you:

- **Sign-in:** the refresh_token cookie (14 days) keeps you signed in; a session marker is kept in your browser's local storage.
- **Your cookie choice:** ids_consent, in local storage.
- **Language and region:** the ids_locale and ids_region cookies (1 year), also kept in local storage when you pick a language.
- **Chat:** the ids_guest_id cookie (60 days), only if you open the chat on the contact page, so that you can return to your conversation.
- **What you typed:** drafts of the price calculator and of the shipment and pickup forms, kept only in your browser's local storage so they survive a page reload; interface preferences such as a collapsed menu or a dismissed install prompt.
- **Offline cache:** a service worker keeps copies of static site files such as icons — no personal data.

Only with your consent: Google tags

If you accept Analytics — in the banner or in the cookie settings — our pages load Google Tag Manager, which loads the Google tag for Google Ads and Google Analytics. These tags send Google your IP address, browser and device information, the pages you visit and, if you arrived through an ad, the ad click identifier. On our domain they set cookies such as:

- _ga and _ga_* — Google Analytics, up to 400 days;
- _gcl_au (90 days) and _gcl_ls in local storage — Google Ads conversion measurement; if you arrived through an ad, also a cookie such as _gcl_aw (90 days) that stores the ad click.

Google may process this data outside the EU/EEA (see International Transfers). You can change your choice at any time through Cookie settings in the website footer. After you withdraw consent the tags are no longer loaded once you reload the page or come back to the site; cookies Google has already set stay in your browser until they expire or you delete them.

Loaded for every visitor

- **Google sign-in library** (accounts.google.com), so that you can sign in with Google. Loading it sends Google your IP address and browser information, and your browser may send Google the cookies it already holds for Google's own websites.
- **Feedback widget** from DevBridge (bridge4.dev), which we use to receive reports about problems on the site. Loading it sends that provider your IP address and browser information, and it keeps a session entry in your browser's session storage.

Our own visit statistics work without cookies — see Website Analytics below.

Website Analytics

We operate our own first-party, self-hosted analytics on this website. Anonymous visitors are measured without cookies or device storage, using a salted technical signature that rotates daily — no identifier persists across days. Your IP address is never stored; we derive only your country from it.

For logged-in users, product usage events may be linked to your account on the basis of our legitimate interest (Art. 6(1)(f) GDPR) once this feature is enabled. You have the right to object (Art. 21 GDPR) at any time via the Analytics toggle in Settings or in the cookie preferences.

Retention periods for analytics data:

- Raw events: up to 13 months
- Daily technical signatures: up to 90 days
- Aggregated statistics: kept longer (fully anonymous)

No analytics data is sold or shared with third parties. Google Tag Manager (if enabled) is controlled by the Analytics toggle in the cookie preferences.

You can request access to or erasure of analytics data linked to your account by contacting support at contact@ids.express.

Breach Notification

In the event of a data breach that poses a risk to your rights and freedoms, we will notify the competent supervisory authority within 72 hours of becoming aware of the breach, and will communicate with affected users as required by law.

Updates to This Policy

We may update this Privacy Policy from time to time. Significant changes will be communicated to users via email or through a notice on our platform.

For questions about this policy or our data practices, contact us at contact@ids.express

See also: Terms of Service