Privacy Policy

How we collect, use, and protect your personal data

Version: 2.0 In force from: 31.10.2026

Data Controller

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

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Contact: contact@ids.express

IDS Express and Express.Market are two brands of the same company, IDR. IDR is the controller for the processing of both brands; when an order placed on Express.Market is delivered by IDS Express, the data stay with the same controller and are used for the purposes described in this policy. This policy covers ids.express and the deliveries ordered through partner platforms, Express.Market included; the marketplace's own processing (Express.Market accounts, the sale of goods and their payment) is described in the privacy policy of Express.Market.

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

Orders Placed Through Partner Platforms

For a delivery ordered at the checkout of a partner platform — see Partner Platforms: the buyer who orders the delivery (name, company name and VAT code if any, delivery address, phone, e-mail), the seller who hands over the parcel (business name, contact person, pickup address, phone, e-mail), the addressee, the platform's references of the order, the buyer and the seller, the value of the contents of each parcel, the reference and amount of the payment the platform received (never card data) and when the buyer accepted the delivery terms, in which version

Linked Accounts

If a partner platform links your IDS Express account: the platform, its identifier of you, your role (buyer or seller) and the confirmation of the link

Complaints and Claims

Your contact data, the shipment, the description of the event, your claims, the details for paying compensation (for example a bank account) and the documents and photographs you attach

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

Where the Data Come From

- From you, when you register, use your account, order a shipment, pay or write to us.
- From the sender, about the addressee and the contents of a shipment.
- From partner platforms, about the deliveries their buyers order and the sellers who hand over the parcels, and when they ask us to create or link an account (the platform at whose checkout the delivery was ordered; we tell you which on request).
- From the carrier that performs the shipment: tracking events, the weight and dimensions it measured and the delivery confirmation.

- From public registers: the details of a company found by its tax code.

Purposes and Legal Basis

Contract
Contract Performance
Account creation, processing shipments ordered by you (including as the buyer who orders the delivery through a partner platform), billing, complaints

Legitimate
Legitimate Interests
Delivering shipments to addressees and handling the parcels of sellers in partner-platform orders, informing a partner platform of the status of the shipments it booked, fraud prevention, security, the defence of legal claims, service improvement

Legal
Legal Obligations
Accounting and tax records, including electronic invoicing where the law requires it (Romanian law); the register of complaints and the records required by the postal rules; answers to authorities

Consent
Consent
Marketing communications (if enabled)

Data Sharing and Controller Roles

We share your data with the following recipients:

- **Payment processors:** For secure payment handling
- **Carrier services:** FedEx (at present) and any other carrier that performs a shipment you order, for shipment execution
- **AI assistant:** OpenRouter and the AI model providers it uses — see AI Assistant
- **Hosting provider:** EU-based hosting (Contabo)
- **E-mail mailbox:** Zoho Mail (EU data centre) hosts our mailbox contact@ids.express — the messages you send us and our replies
- **Backup storage:** Backblaze (EU data centre) keeps copies of our database that are encrypted on our server before they are sent; Backblaze cannot read them
- **Partner platforms:** the status of the shipments a platform booked (identifiers, status, time and place of each event) — see Partner Platforms
- **Sellers in partner-platform orders:** the addressee's name, phone and delivery address and the label, needed to hand the parcel over

- **Authorities:** the tax authority (ANAF) for electronic invoicing where the law requires it; ANCOM, courts and other authorities when the law requires it or a complaint is taken to them

> Important: Data Controller Responsibilities
>
> For shipment execution, IDS Express and the carrier (e.g., FedEx) are each independent data controllers under GDPR. A partner platform is the controller of its own processing of the data of its buyers and sellers. Our hosting, mailbox, backup and e-mail providers (Contabo, Zoho, Backblaze, Resend) process data on our behalf and on our instructions. 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.

Partner Platforms

A partner platform is an online marketplace or shop that offers our delivery at its checkout and books it with us through our API — for example Express.Market, a marketplace of IDR.

- **What the platform sends us:** the data needed to price, book and deliver the order, listed under Orders Placed Through Partner Platforms. We use them to perform the delivery the buyer ordered, to invoice it, to handle complaints and to keep the records the law requires.
- **What we send the platform:** the price and the booking of the delivery, its labels and documents, and the status of the shipment (identifiers, status, time and place of each event).
- **Linked accounts:** a platform may ask us to create an IDS Express account for one of its buyers or sellers, or to link an existing one. A new account becomes active only after you confirm it through a letter from us; an existing account is linked only after you confirm. No password is passed between the platform and us. In your account you see the shipments booked for you through the platform; the platform sees only the shipments it booked, never your other shipments. You can ask us to remove the link at any time.
- **Letters:** whether we also write to you directly about such a shipment depends on the settings agreed with the platform.

You can send a request about these data to us or to the platform; we coordinate with each other to answer it.

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: the copies on our server after about 14 days, their encrypted copies at Backblaze (EU) after 90 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
Accounting records: orders, shipments, invoices, payments	5 years from 1 July of the year after the financial year in which they were drawn up (Romanian accounting law)
Price quotes not used for a shipment	Deleted 30 days after they were made; they hold no personal data beyond what the quote needs
A quote used for a shipment	Kept with the shipment, as part of the record of the order
Complaints and claims, with their documents	While the complaint is examined, then 6 years from the end of the year in which it was closed (postal and accounting rules), and longer only while a related dispute lasts
Link between your account and a partner platform	While the link exists; the shipments booked through it stay in the accounting records
Financial statements	10 years (Romanian law)

Data Type	Retention Period
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
Records of account and administrative actions (with IP address and browser)	Currently no fixed time limit
Technical logs of our API: requests, and status messages sent to partner platforms	The contents of requests and responses, the IP address and the browser are deleted after 90 days. The rest of each entry (time, account, API key, address called, result and shipment reference) is kept until we switch on the automatic deletion of whole entries older than 90 days, which we are introducing; an extract needed for a specific security incident, complaint or legal claim is kept until that matter is closed
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 on our server; their encrypted copies at Backblaze (EU): 90 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.

Closing your account deletes the data we no longer need; it does not delete the invoices, accounting records and complaint records the law requires us to keep, for the periods above.

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. Each version is published with its number and the date it takes effect, and earlier versions remain available at their permanent addresses and as PDF files; the settings of your account show which versions of the Terms you accepted and which versions of this policy you confirmed you had read, and when. We inform you of significant changes by e-mail or in your

account and, where the change requires it, ask you to read the new version on the consent screen.

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

See also: Terms of Service