

Privacy Policy

Last updated: January 8, 2026

This Privacy Policy explains how personal data is processed in connection with the use of the Product Flow software-as-a-service platform ("Service").

The Service is provided exclusively in a business-to-business (B2B) context.

1. Data Controller

The data controller within the meaning of Article 4(7) GDPR is:

Yevgen Yeshchenko

Founder – SaaS Product Flow

Im Egerten 7/1

74391 Erligheim

Germany

Phone: +49 1575 765 86 22

Email: support@product-flow.io

2. Scope and B2B Context

The Service is intended exclusively for business customers.

Natural persons acting as consumers are not permitted to use the Service.

Where personal data is processed in the context of customer projects, the following roles apply:

Customer: Data Controller

Provider (Product Flow): Data Processor

This Privacy Policy applies to personal data processed by the Provider in its role as controller (e.g. user accounts, communication data) and complements the Data Processing Agreement (DPA) governing processing on behalf of customers.

3. Categories of Personal Data

The following categories of personal data may be processed:

3.1 Account and Contact Data

Name

Business email address

Company name

User role and access rights

3.2 Technical and Usage Data

IP address

Date and time of access

Log files

System and security events

3.3 Communication Data

Email correspondence related to support or account setup

The Service does not process payment card data or banking credentials.

4. Purpose of Processing

Personal data is processed for the following purposes:

Provision and operation of the Service

User account creation and administration

Technical security and system integrity

Communication with customers

Compliance with legal obligations

5. Legal Basis for Processing

Processing is carried out on the following legal bases:

Article 6(1)(b) GDPR – performance of a contract

Article 6(1)(f) GDPR – legitimate interest in operating, securing, and improving the Service

Article 6(1)(c) GDPR – compliance with legal obligations (where applicable)

6. Sub-processors and Infrastructure Providers

The Service relies on carefully selected third-party infrastructure providers acting as sub-processors, including:

Supabase – database, authentication, and storage services

Vercel – hosting and delivery infrastructure

These sub-processors process personal data only on documented instructions and under GDPR-compliant data processing agreements.

An updated list of sub-processors may be provided upon request.

7. International Data Transfers

Personal data may be processed on servers located within or outside the European Union.

Where personal data is transferred to third countries, appropriate safeguards are implemented, including Standard Contractual Clauses (SCCs) in accordance with Articles 44–46 GDPR.

8. Data Retention

Personal data is retained only for as long as necessary to:

Fulfil contractual obligations

Meet legal retention requirements

Ensure security and system integrity

After termination of the contractual relationship, data may be deleted after a reasonable period unless statutory retention obligations apply.

9. Data Subject Rights

Data subjects have the following rights under Articles 15–22 GDPR:

Right of access

Right to rectification

Right to erasure

Right to restriction of processing

Right to data portability

Right to object

Requests may be submitted to: support@product-flow.io

Data subjects also have the right to lodge a complaint with a competent supervisory authority.

10. Security Measures

Appropriate technical and organizational measures are implemented to protect personal data.

However, no method of electronic transmission or storage is completely secure. Absolute security cannot be guaranteed.

11. Early Access Notice

The Service is provided as an early access / beta offering.

Despite reasonable safeguards, data loss or service interruptions may occur.

Customers are responsible for maintaining independent backups of their data (e.g. via regular Excel exports).

12. No Automated Decision-Making

The Service does not involve automated decision-making or profiling within the meaning of Article 22 GDPR.

13. Changes to This Privacy Policy

This Privacy Policy may be updated from time to time.

Changes will be published on the website and become effective upon publication.

14. Contact

For questions regarding data protection and this Privacy Policy, please contact:

support@product-flow.io