

Newsletter Regulations

Website: <https://smartive.games>

Last updated: 1 June 2026

Effective date: 1 June 2026

1. General provisions

These Regulations set out the rules for providing the electronic content delivery service (the "Newsletter Service").

The service provider and controller of personal data is:

Smartive.app sp. z o.o.

Registered office: Piotrkowska 12, 25-510 Kielce, Poland

Entered into the Register of Entrepreneurs of the National Court Register (KRS) under no.: 0000781911

NIP (Tax ID): PL 9592022938

REGON: 383100710

Email: gdpr@smartive.app

Using the Newsletter Service requires a device with internet access and an active email address.

2. Rules of use and sign-up (conclusion of the agreement)

The Newsletter Service consists of the Provider sending, to the email address supplied by the user, information about games published by Smartive.games, including development news, demo availability, launch dates and other marketing content.

The Service is entirely voluntary and free of charge.

To start using the Service, the user takes the following steps:

- Enters their email address (and optionally their name) in the sign-up form on the website.
- Accepts these Regulations and reviews the Privacy Policy.
- Clicks the button confirming sign-up (e.g. "Subscribe").

For security purposes, the Provider uses a Double Opt-In mechanism supported by MailerLite. After submitting the form, the user receives an automatic email with an activation link. The agreement to provide the Service is concluded at the moment the user clicks this link.

3. Data processing and technology (MailerLite)

Users' personal data (email address, name) is processed in accordance with the GDPR for the purpose of providing the Newsletter Service.

To operate and send the newsletter, the Provider uses the external tool MailerLite, provided by MailerLite Limited. User data is entrusted to this entity for the technical purpose of sending emails.

Detailed information on personal data protection, user rights and how data is processed can be found in the Site's Privacy Policy, available at: <https://smartive.games>

4. Unsubscribing and termination of the agreement

The user has the right to cancel the Newsletter Service at any time and without giving a reason.

Cancellation (termination of the agreement) is done by clicking the link marked "Unsubscribe", found in the footer of every email sent via MailerLite.

Removal of data from the active mailing list happens immediately and automatically.

5. Complaints and final provisions

Complaints relating to the provision of the Newsletter Service can be submitted electronically to: gdpr@smartive.app.

The Provider will handle the complaint within 14 days of its receipt.

The Provider reserves the right to amend these Regulations for important technical or legal reasons, of which users will be notified by email.