

Privacy Policy

Effective 29 October 2026 · Last updated 29 October 2026

Applies to the website at indiehacked.com and the Weekly Unpack newsletter.

1. Who we are

This Privacy Policy applies to **Piik Labs AB**, a company registered in Sweden with organisation number 559577-8506 (the “Company”, “we”, “us”, “our”).

We operate IndieHacked, the website at indiehacked.com (the “Website”), and its newsletter, Weekly Unpack (together, the “Services”).

For the personal data described in this Policy, Piik Labs AB is the **data controller** under the EU General Data Protection Regulation (Regulation (EU) 2016/679, “GDPR”) and the Swedish Data Protection Act (lag (2018:218) med kompletterande bestämmelser till EU:s dataskyddsförordning).

1.1 Scope: which product this policy covers

IndieHacked is a Piik Labs brand. Piik Labs AB operates other products and services under separate brands. This Privacy Policy applies only to IndieHacked and indiehacked.com. Other Piik Labs products are governed by their own separate privacy policies, and the processing described here does not extend to them.

1.2 Contact

Data controller	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Registered address	Box 691, 414 52 Göteborg, Sweden
Privacy enquiries	privacy@indiehacked.com
Legal and compliance	legal@indiehacked.com
Supervisory authority	Integritetsskyddsmyndigheten (IMY), imy.se · imy@imy.se

Data Protection Officer. We have not designated a Data Protection Officer under Article 37 GDPR, as we are not required to do so. All privacy matters are handled directly by the Company and should be directed to privacy@indiehacked.com.

2. Scope of this policy

This Policy applies to all personal data we collect when you visit the Website, subscribe to Weekly Unpack, or contact us. It does not apply to third-party websites or services linked from the Services,

including the products and companies we write about and our sponsors, which process your data under their own policies.

3. Personal data we collect

We collect personal data in two ways: data you provide, and data generated automatically when you use the Services.

3.1 Data you provide

Weekly Unpack

- Your email address
- When you subscribed and which signup form you used, and when you confirmed your subscription
- Your subscription status, and when and why it ends if it does: you unsubscribe, your address bounces, or you mark an issue as spam

Communications

- Messages you send us by email, including advertising and press enquiries

3.2 Data collected automatically

- **Newsletter activity:** whether you open each issue of Weekly Unpack and which of its links you click, including links to a sponsor, with the time, your IP address and approximate location, and your email client, operating system and device type.
- **Technical data:** IP address, browser type and version, operating system, the pages you request and the time of each request.
- **Service logs:** our hosting provider records the requests the Services handle, including your IP address, to diagnose faults and investigate misuse.
- **Security records:** to limit signups, we keep a keyed one-way hash of your email address and of your IP address, never the address or the IP address itself. Our hosting provider also runs a bot check on each signup.
- **Website visits:** the pages you visit on indiehacked.com, the site that sent you, your approximate location and your browser and device type, to measure visits to the website.

4. How and why we use your data

We only process your personal data where we have a valid legal basis under the GDPR. The table below sets out our processing purposes, the data involved, and the legal basis for each.

Purpose	Data used	Legal basis (GDPR)
Send you Weekly Unpack: the week's news, sponsored slots, new features on the Website and launches	Email address, subscription records	Art. 6(1)(a): consent

Purpose	Data used	Legal basis (GDPR)
Measure the opens and link clicks of each issue, and report click totals to its sponsors	Newsletter activity	Art. 6(1)(a): consent
Confirm your subscription and keep a record of your consent	Email address, subscription records	Art. 6(1)(c): legal obligation
Honour your unsubscribe	Email address, subscription records	Art. 6(1)(f): legitimate interest
Protect the signup form from abuse and keep the Services secure	Technical data, service logs, security records	Art. 6(1)(f): legitimate interest
Measure visits to the website	Website visit statistics	Art. 6(1)(f): legitimate interest
Answer your emails, including advertising and press enquiries	Communications	Art. 6(1)(f): legitimate interest, or Art. 6(1)(b): steps you ask for before a contract
Establish, exercise or defend legal claims	Relevant data as required	Art. 6(1)(f): legitimate interest

Your consent to Weekly Unpack covers each issue and the measurement of its opens and clicks. You can withdraw it at any time with the unsubscribe link in each issue.

Where we rely on legitimate interest, our interest is in running a secure website and newsletter, and in answering the people who write to us. You can object to it at any time (section 8).

5. Third-party services and data sharing

We do not sell your personal data. We share data with the service providers below, who process it on our behalf, and where required by law. Sponsors receive totals for their placement, never your name or email address.

5.1 Service providers (data processors)

Hosting and storage

- **Vercel Inc. (USA):** hosting of the Website, its firewall and bot check, and website visit statistics. Requests pass through Vercel's network, and the server functions that handle signups run in the EU (Frankfurt, Germany). Website visit statistics may be processed in the United States. Data processing agreement in place. Review: vercel.com/legal/privacy-policy
- **Supabase Pte. Ltd. (Singapore):** our database, which holds the Weekly Unpack subscriber list and the security records for signups. All data is stored in the EU (Frankfurt, Germany). Data processing agreement in place, including Standard Contractual Clauses. Review: supabase.com/privacy

Email and communications

- **AC PM, LLC, trading as Postmark (USA):** delivery of the confirmation email and of Weekly Unpack, its unsubscribe link and the list of addresses it no longer sends to, and the record of each issue's opens

and link clicks. Data processing agreement in place, including Standard Contractual Clauses. Review: postmarkapp.com/eu-privacy

- **Microsoft Ireland Operations Limited (Ireland):** Microsoft 365, which hosts our mailboxes and therefore stores your message and our reply if you write to us. Under Microsoft's EU Data Boundary, this data is stored and processed within the EU and EFTA; limited transfers continue outside it for remote administration and global security operations, covered by the Standard Contractual Clauses in Microsoft's Data Protection Addendum. Review: microsoft.com/privacy

5.2 Disclosure required by law

We may disclose your personal data to law enforcement, regulatory authorities, or courts where we are legally required to do so. We will notify you of any such disclosure where legally permitted.

5.3 Business transfers

In the event of a merger, acquisition, or sale of all or part of our assets, your personal data may be transferred to the acquiring entity. We will notify subscribers by email before their data is transferred and becomes subject to a different privacy policy.

5.4 Changes to our service providers

We may add, replace, or remove service providers over time. Where a change is material, for example where a new provider processes a new category of data or introduces a transfer outside the EEA, we will update this Policy and notify you in accordance with section 12.

6. International data transfers

Piik Labs AB is based in Sweden, and our database and server functions are in the EU. Some of our service providers are established or process data outside the European Economic Area (EEA), including in the United States and Singapore.

When we transfer personal data outside the EEA, we ensure appropriate safeguards are in place, including:

- Standard Contractual Clauses approved by the European Commission;
- Transfers to countries covered by an EU adequacy decision, including certification under the EU-U.S. Data Privacy Framework where applicable;
- Supplementary technical and organisational measures where required.

You may request a copy of the applicable safeguards by contacting privacy@indiehacked.com.

7. Data retention

We retain personal data only for as long as necessary to fulfil the purposes described in this Policy, or as required by law.

Data category	Retention period
Weekly Unpack subscription	Until you unsubscribe

Data category	Retention period
Signups that are never confirmed	7 days
Your address and subscription records after you unsubscribe	24 months, to honour the unsubscribe and show the consent we had
Addresses that marked an issue as spam, at our email provider	For as long as we use that provider
Sent emails and newsletter activity, at our email provider	45 days, then kept only as totals
Security records for signups	24 hours
Service logs	Up to 30 days
Website visit statistics	24 hours, then kept only as totals
Emails you send us	24 months after the matter is closed
Legal hold data	As required by applicable law

8. Your rights under the GDPR

As a data subject in the EU/EEA, you have the following rights. We will respond to all requests within one month.

- **Access (Art. 15):** obtain a copy of the data we hold about you.
- **Rectification (Art. 16):** correct inaccurate or incomplete data.
- **Erasure (Art. 17):** delete your data. Write to privacy@indiehacked.com from the address you subscribed with.
- **Restriction (Art. 18):** limit how we process your data in certain circumstances.
- **Portability (Art. 20):** receive the data you gave us in a structured, machine-readable format.
- **Objection (Art. 21):** object to processing based on our legitimate interests, and to direct marketing at any time.
- **Withdraw consent (Art. 7):** at any time, using the unsubscribe link in any issue of Weekly Unpack or by contacting us. Withdrawal does not affect prior processing.

To exercise any of these rights, contact privacy@indiehacked.com. You may also lodge a complaint with the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten, IMY) at imy.se, or with the supervisory authority where you live.

9. Cookies and browser storage

We use only what the Website needs to work and what you ask it to remember, so there is no consent banner:

What	Why	How long
Browser storage (ih_theme)	Remembers that you chose the dark theme	Until you switch back or clear it
Session storage (ih_entrance_seen)	Plays the opening animation once per visit	Until you close the tab
Security cookie, set by our hosting provider	Shows that your browser passed a security check, when the firewall asks for one	Set by our hosting provider, for a short time

Website visit statistics (section 3.2) use no cookies and no browser storage.

If we introduce advertising or any other technology that requires your consent, we will update this section and ask for your consent before it begins.

10. Minimum age

Weekly Unpack is for people aged 16 and over. We do not knowingly collect personal data from anyone under 16.

If you believe a person under 16 has subscribed, contact us at privacy@indiehacked.com and we will investigate and delete that data promptly.

11. Data security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, alteration, disclosure, or destruction. These measures include:

- Encryption of data in transit using TLS 1.2 or higher
- A subscriber list that only our own server can read or change
- Limits on signups and on confirmation emails
- Credentials for our service providers held in secret storage, never in source code
- Selection of processors who offer appropriate security guarantees under Article 28 GDPR

No system is perfectly secure. In the event of a personal data breach that poses a risk to your rights and freedoms, we will notify the relevant supervisory authority within 72 hours and affected subscribers without undue delay, as required by GDPR Articles 33 and 34.

12. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. When we make material changes, we will:

- Update the version number and the “Last updated” date at the top of this document;
- Notify you by email if you subscribe to Weekly Unpack;
- Where required by law, seek your renewed consent.

Earlier versions remain available from the top of this page.

13. Users outside the EEA

The Services are operated from Sweden and are designed around EU data protection standards. If you use the Services from outside the EEA, your personal data will be processed in the EEA and in the other locations described in sections 5 and 6. Depending on where you live, you may have additional or different rights under local law. Contact us at privacy@indiehacked.com and we will tell you what rights apply to you and help you exercise them.

If you live in the United States, your state may give you specific rights over your personal data, such as the right to know what we hold, to have it corrected, or to have it deleted. We extend the rights described in section 8 to everyone who uses the Services, wherever they live.

14. Governing law and jurisdiction

This Privacy Policy is governed by the laws of Sweden and the European Union, including the General Data Protection Regulation (EU) 2016/679 and the Swedish Data Protection Act (lag (2018:218)).

Any disputes arising from this Policy are subject to the jurisdiction of the Swedish courts, without prejudice to your rights as a consumer under applicable mandatory law in your country of residence.

15. Contact us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Company	Piik Labs AB
Organisation number	559577-8506
VAT number	SE559577850601
Address	Box 691, 414 52 Göteborg, Sweden
Privacy enquiries	privacy@indiehacked.com
Legal and compliance	legal@indiehacked.com
Supervisory authority	Integritetsskyddsmyndigheten (IMY), imy.se · imy@imy.se

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