Privacy Policy

TRADEJECTORY OG

Last updated: November 2026

IMPORTANT: This English-language Privacy Policy is provided for informational purposes only. The German-language version (Datenschutzerklärung) is the sole legally binding version. In the event of any discrepancy, the German version shall prevail.

This Privacy Policy explains how Tradejectory OG ("we", "us", or "our") collects, uses, stores, and protects your personal data when you visit our website, subscribe to our newsletter, use the trial download, or use our services. We are committed to protecting your privacy in accordance with the General Data Protection Regulation (EU) 2016/679 ("GDPR") and the Austrian Data Protection Act (Datenschutzgesetz, "DSG").

1. Data Controller

The controller responsible for data processing is:

Tradejectory OG
A-4040 Linz, Johann-Wilhelm-Klein-Straße 58a Top 16
Commercial Register Number: FN 678124t
Email: office@tradejectory.at

2. Data Protection Contact

Under the GDPR, the appointment of a Data Protection Officer (DPO) is not legally required for our company. For all data protection queries, please contact: office@tradejectory.at

3. Data Collected and Purposes of Processing

3.1 Website Visits

When you access our website, your browser automatically transmits certain technical data:

- IP address
- Date and time of access
- Browser type and version
- Operating system
- Referring URL
- Pages visited

Legal basis: Art. 6(1)(f) GDPR (legitimate interest in technical provision and security of the website).

3.2 Newsletter Registration and Trial Download

When you subscribe to our newsletter or request a free trial download, we collect:

- Email address (required)
- Name (optional)
- Date/time of registration and IP address (double opt-in)
- Confirmation of checkbox declarations (non-US person, financial education, liability exclusions)

We use a double opt-in procedure. We use RESEND for sending newsletters, which measures open and click rates.

Legal basis: Art. 6(1)(a) GDPR (consent). Consent may be withdrawn at any time.

3.3 Subscription Purchase

When purchasing a paid subscription (Essential or Pro), we collect:

- Full name
- Email address
- Billing address
- Payment information (credit card, PayPal, or SEPA details)

Payment data is processed by our payment service providers and is not stored in unencrypted form on our servers. In the course of payment processing via Stripe, the following additional data is collected and processed to determine the correct VAT rate under the One-Stop-Shop (OSS) procedure: IP address for location determination, billing address, country of the credit card, and any other data collected by Stripe for fraud prevention and tax allocation purposes. This data is processed by Stripe Inc. as an independent controller or as a data processor.

Legal basis: Art. 6(1)(b) GDPR (contract performance) and Art. 6(1)(c) GDPR (legal obligations).

3.4 Use of Pro Features

Pro subscribers have access to a historical newsletter database and a Kalshi search function. When you use these features, we may process:

- Access credentials (username/email)
- Usage data (features accessed, search queries, time and duration of use)
- Device and browser information

We send the text of your search queries to OpenAI to run the search, without your name or email address.

Legal basis: Art. 6(1)(b) GDPR (contract performance).

3.5 Contact Requests

When you contact us, we process the data you provide to respond to your request.

Legal basis: Art. 6(1)(b) GDPR or Art. 6(1)(f) GDPR (legitimate interest).

3.6 Direct Marketing

If you have taken out a paid subscription, we use your email address to occasionally send you information about our own similar products and services and news from Tradejectory OG (direct marketing). During the free trial, we send direct marketing only if you have separately consented to it.

Legal basis: Art. 6(1)(f) GDPR (legitimate interest) in conjunction with § 174(4) Austrian Telecommunications Act 2021 (TKG 2021) (electronic direct marketing to existing customers for own similar products). Where you have separately consented: Art. 6(1)(a) GDPR.

Right to object: You may object to direct marketing at any time, free of charge. Every such email contains an unsubscribe link; a brief email to office@tradejectory.at with the subject line "Objection to direct marketing" is also sufficient.

3.7 Audience Measurement on the Server

Our server counts requests for public pages each day: per page and, separately, per country and device type. It also counts accounts created, checkouts opened, and registrations it refuses. We use neither cookies nor scripts for this, and nothing is stored on your device. We keep only daily totals, with no IP address, person, or source. Your IP address is processed briefly for technical provision, for our hosting provider to determine the country, and to prevent abuse.

Legal basis: Art. 6(1)(f) GDPR (legitimate interest in data-minimising audience measurement).

Right to object: You may object to this counting at any time through the link in our Cookie Policy; a cookie (tj-no-count) remembers your choice for one year. Browsers that send a Global Privacy Control signal are not counted.

3.8 Analytics with Consent

If you consent to the "Analytics" category, your browser tells us which website or campaign you came from, which main links and registration steps you use, as well as loading times and the kind of any technical error. We keep this as daily totals. We also store in your browser, for up to 90 days (tj-first-touch), where you first came from, and on registration we store with your account: referring website, campaign label, landing page, country, and time.

Purpose: We want to understand how visitors find us, which sources lead to registrations, trials, and paying subscriptions, and to spot technical problems. For this we link the source stored with your account to your subscription status and plan, and evaluate it only in summarised form.

Legal basis: Art. 6(1)(a) GDPR (consent), § 165(3) TKG 2021 or § 25 TDDDG (Germany).

You may withdraw your consent at any time in the cookie settings. We then delete this information from your browser and your account; if you were signed out, at your next sign-in.

4. Legal Bases for Processing

- Consent (Art. 6(1)(a) GDPR): Newsletter, analytics with consent, Google Analytics, Google Ads conversion tracking.
- Contract performance (Art. 6(1)(b) GDPR): Subscription, Pro features.
- Legal obligation (Art. 6(1)(c) GDPR): Tax and accounting retention.
- Legitimate interest (Art. 6(1)(f) GDPR): Website security, server logs, audience measurement on the server.
- Legitimate interest / Consent (Art. 6(1)(f) or (a) GDPR): Direct marketing for own products and services.

5. Recipients and Processors

We share personal data with the following categories of recipients:

- Newsletter service provider: RESEND
- Payment service providers: Stripe, PayPal, SEPA processors
- Hosting providers: Cloudflare (website delivery, determining the country), Render (server), Supabase (database, sign-in, storage)
- AI service: OpenAI (running search queries)
- Sign-in: Google, if you choose to sign in with Google
- Analytics and advertising: Google (Google Analytics, Google Ads conversion tracking), only with your consent
- Tax advisor and authorities: Where legally required

We have concluded Data Processing Agreements (Art. 28 GDPR) with all processors.

6. Data Transfers to Third Countries

Some service providers may transfer data outside the EEA, including to the USA. This applies in particular to Google (Analytics, Ads, sign-in) and Cloudflare (hosting, country detection), as well as other US-based providers listed in section 5. We ensure appropriate safeguards:

- Adequacy decisions (e.g., EU-U.S. Data Privacy Framework)
- Standard Contractual Clauses (Art. 46(2)(c) GDPR)
- Supplementary technical and organisational measures (encryption, pseudonymisation)

7. Storage Duration

- Server log data: Deleted after 30 days maximum.
- Newsletter data: Deleted upon unsubscription.

- Subscription/payment data: Retained for the contract duration + 7 years (§ 132 BAO, § 212 UGB).
- Invoice data: 7 years per Austrian tax law.
- Contact requests: Deleted after full processing.
- Source recorded at registration (section 3.8): Until consent is withdrawn or your account is deleted.
- Daily totals (sections 3.7 and 3.8): Kept indefinitely. Values below 5 are combined so that no personal reference remains.
- Google Analytics: 14 months.

8. Cookies and Tracking Technologies

8.1 Strictly Necessary Cookies

Essential for website operation (session management, security, cookie preferences). In the course of payment processing, our payment service provider Stripe sets the following cookies:

- __stripe_mid – Session cookie for fraud prevention and payment attribution (Stripe Inc.).
- __stripe_sid – Session cookie for processing payment information (Stripe Inc.).

These cookies are set exclusively in connection with the payment process and are strictly necessary.

8.2 Analytics

With your consent, we use the analytics described in section 3.8.

With your consent, we also use Google Analytics 4, provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Google Analytics sets cookies and records your use of our website under a pseudonym, e.g. pages viewed, time on page, device, and approximate location. IP addresses are not stored. Data may be transferred to Google LLC in the USA; Google is certified under the EU-U.S. Data Privacy Framework. The data is deleted after 14 months.

Legal basis: Art. 6(1)(a) GDPR (consent), § 165(3) TKG 2021 or § 25 TDDDG (Germany). You may withdraw your consent at any time in the cookie settings.

8.3 Marketing (Google Ads)

If you consent to the "Marketing" category, we use Google Ads conversion tracking, provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. Cookies are then set on your device. If you reach us through a Google ad, they tell us whether a registration or purchase followed the ad click. We receive only totals and no information that would allow us to identify you. Google may also use this data for its own purposes and link it to your Google account; Google is itself responsible for this. Data may be transferred to Google LLC in the USA; Google is certified under the EU-U.S. Data Privacy Framework.

Legal basis: Art. 6(1)(a) GDPR (consent), § 165(3) TKG 2021 or § 25 TDDDG (Germany). You may withdraw your consent at any time in the cookie settings.

8.4 Cookie Consent Banner

On first visit, a cookie consent banner allows you to accept or reject non-essential cookies. You may change preferences at any time.

9. Your Rights as a Data Subject

Under the GDPR, you have the following rights:

- Right of access (Art. 15 GDPR)
- Right to rectification (Art. 16 GDPR)
- Right to erasure (Art. 17 GDPR)
- Right to restriction of processing (Art. 18 GDPR)
- Right to data portability (Art. 20 GDPR)
- Right to object (Art. 21 GDPR)
- Right to withdraw consent (Art. 7(3) GDPR)
- Right to lodge a complaint with the Austrian Data Protection Authority (Datenschutzbehörde), Barichgasse 40-42, 1030 Vienna, https://www.dsb.gv.at

10. Obligation to Provide Data

You are not generally obliged to provide personal data. However, without certain data (email for newsletter, billing data for subscriptions), we cannot provide our services. For the trial download, an email address is required.

11. Automated Decision-Making and Profiling

Our newsletter uses AI-assisted research to evaluate market data from platforms like Kalshi. This analysis serves exclusively for creating editorial content.

Clarification: The AI analysis processes market data only. No automated decision-making within the meaning of Art. 22 GDPR takes place that produces legal effects concerning you. No personal data of users is subjected to profiling.

12. Language Version

This Privacy Policy is available in German and English. The German version is the sole legally binding version. The English version serves exclusively as a reading aid. In the event of any discrepancy, the German version shall prevail.

13. Changes to This Privacy Policy

We reserve the right to amend this Privacy Policy at any time. The current version is available on our website. Material changes will be communicated separately.

14. Contact

For questions about data processing, please contact:

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A-4040 Linz, Johann-Wilhelm-Klein-Straße 58a Top 16
Email: office@tradejectory.at