



**PRIVACY STATEMENT**  
**Fresh Inset Solutions, Inc.**

**EFFECTIVE DATE:** JUNE 15, 2025

**WEBSITE PRIVACY POLICY FOR [WWW.MA-TRI.COM](http://WWW.MA-TRI.COM)**

Fresh Inset Solutions, Inc. ("Company", "we" or "our"), located at 119 S. Court Avenue, Suite 201, Memphis, Tennessee 38103, e-mail: [contact@freshinset.com](mailto:contact@freshinset.com) is the data controller in relation to the processing of your personal data as a website visitor at: [www.ma-tri.com](http://www.ma-tri.com) ("Website") or corresponding with us by telephone, email or otherwise. In this policy, we inform you how we obtain, process and share the personal data that we store. Personal data means any information that can be used to identify an individual.

It is important to us that you feel safe with how we handle your personal data. We take measures to ensure that your personal data is protected and that the processing of your personal data is carried out in accordance with applicable data protection regulations and our internal policies and procedures.

**PERSONAL DATA WE COLLECT**

We may collect your personal data in the following ways:

- Personal data that you give to us by way of filling in forms on our Website or corresponding with us (contact details).
- Personal data that we collect or generate automatically, e.g. when you visit our Website, we will automatically collect personal data about you and your visit, including the internet protocol (IP) address used to connect your device to the internet and some other information such as your browser type and version, information about your device's interaction with the website, including the pages you accessed and the links you clicked. Furthermore, our Website may also download cookies to your device.

**WHEN AND WHY WE PROCESS YOUR PERSONAL DATA**

Our legal bases for processing may include your consent, performance of a contract, compliance with legal obligations, and our legitimate interests in maintaining efficient operations and customer relationships. We process your personal data for the following purposes:

- 1) Answer your questions and handle feedback
- 2) Communicate business-related information
- 3) To provide our products and services
- 4) Evaluate the use and follow up on the use of our Website
- 5) Provide relevant marketing and communication on our Website (where legally permitted)
- 6) Comply with legal obligations
- 7) Manage and protect our Website, services and related IT systems

**RECIPIENTS THAT WE SHARE YOUR PERSONAL DATA WITH**

Where necessary, we share your personal data with others. In order to fulfil the purposes of the processing of your personal data, we share personal data with service providers that we have engaged. These service providers provide IT services to us, such as Website and IT system hosting, maintenance and support service. The service providers may only process your personal data for these purposes and in accordance with our instructions and not for their own purposes. We are the data controller for the processing of personal data that the service providers carry out on our behalf.

**INTERNATIONAL DATA TRANSFERS**

Although this Website is intended for U.S. users, we may transfer and allow access to personal data by our affiliated companies in Poland, Synthex Technologies Sp. z o.o. and Fresh Inset S.A., and other international service providers.

When personal data is transferred outside the U.S., we implement appropriate safeguards in accordance with the General Data Protection Regulation (GDPR), including the use of Standard Contractual Clauses and other approved mechanisms to ensure adequate protection.

## **YOUR RIGHTS**

Under data protection regulations, you have certain rights in relation to the processing of your personal data. We process your personal data to the extent necessary in order to fulfill your rights. You have the right to:

- 1) Access your personal data
- 2) Update your personal data
- 3) Withdraw consent
- 4) Object to the processing of personal data
- 5) Delete your personal data
- 6) Restrict the use of your personal data
- 7) Transfer your personal data (data portability)

## **SECURING YOUR PERSONAL INFORMATION**

We take reasonable administrative, technical, and organizational measures to ensure the security and confidentiality of the personal information we hold concerning you and to limit access to that information in order to safeguard that personal information from loss, interference, misuse, unauthorized access, disclosure, alteration or destruction.

## **RETENTION OF PERSONAL DATA**

The Company endeavors to ensure that personal data is kept as current as possible and that irrelevant or excessive data are deleted or made anonymous as soon as reasonably practicable.

## **INFORMATION REGARDING COOKIES**

The website uses so-called cookie files (cookies). Cookies are simple, small files / IT data sent along with the subpages of this website and stored on the hard drive of a given User's computer by a web browser for the proper use of our website. The information stored in cookies may be sent back to our servers during the next visit of the Website user or transferred to the relevant third parties. Where required by law, we obtain your consent before placing non-essential cookies on your device. You can accept or reject different categories of cookies via our cookie banner or manage your preferences through your browser settings.

## **AMENDMENTS TO THIS NOTICE**

The Company may amend the provisions of this Policy. You will be informed accordingly about any changes or additions.

## **CONTACT**

If you have any questions regarding the processing of your personal data, or would like to exercise your rights regarding your data, please do not hesitate to contact us via email at [contact@freshinset.com](mailto:contact@freshinset.com).