

Droppa - Privacy Policy (Adatkezelési tájékoztató)

Droppa Consulting Kft.

Effective date: 29 July 2026 Last updated: 29 July 2026

1. Data Controller

The data controller for personal data processed in connection with the Droppa platform (droppa.space, the "Platform") within the meaning of Regulation (EU) 2016/679 ("GDPR") and Act CXII of 2011 on the Right of Informational Self-Determination and Freedom of Information ("Infotv.") is:

Droppa Consulting Kft. ("Controller", "we", "us")

Registered seat: 1052 Budapest, Deák Ferenc tér 3., Hungary

Company registration number: 01-09-456291

Tax number: 33047414-2-41

Managing Director: Peter Erdei

Contact for privacy inquiries: privacy@droppa.space

2. Scope

This Privacy Policy describes how we process the personal data of registered Users (Account holders) and of anonymous visitors (identified only via a browser-based identifier) of the Platform. It should be read together with our Terms of Service.

3. Categories of Personal Data and Purposes

Where a processing activity below relies on our legitimate interest (Art. 6(1)(f) GDPR) as its legal basis, we have carried out a legitimate interest assessment (a balancing test weighing our interest in operating and improving the Platform against your rights and freedoms) before relying on that basis. A summary of this assessment is available on request via the contact details in Section 13.

3.1 Account data

Nickname, e-mail address, password (stored as a hash), company name, bio, avatar URL, and social links, collected at registration and via Account Settings.

Purpose: account creation and management, authentication, and communication with the User.

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

3.2 Prototype / Content data

Title, one-liner, category, tools used, Problem/Solution/Target-audience text, cover image, screenshots, Demo URL, and publish/draft status.

Purpose: operating the core publishing and community features of the Platform, and generating the Droppa Score.

Legal basis: performance of a contract (Art. 6(1)(b)). Where Content includes personal data of third parties, the User is responsible for establishing a lawful basis for including such data (Terms of Service, Section 6.3); we process it as necessary for performance of our contract with the User and on the basis of our legitimate interest in operating the Platform (Art. 6(1)(f)).

3.3 AI-analysis data (Droppa Score)

The description text, the content retrieved from the Demo URL, and the uploaded screenshots are sent to our AI processor (currently Anthropic - see Section 5) to generate the Droppa Score.

Purpose: providing the automated scoring/feedback feature.

Legal basis: performance of a contract (Art. 6(1)(b)) and/or legitimate interest in providing the requested feature (Art. 6(1)(f)).

Retention: see Section 7.

3.4 Community data

Comments, likes, and Rally votes ("Interested" / "Not for me").

Purpose: community-interaction features. Rally results are visible only to the owner of the relevant Prototype.

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

3.5 Anonymous / browser-based data

A browser-based identifier (cookie or local-storage value) used to recognize repeat, non-authenticated visits to features such as the wishlist ("last sent from this browser"), without collecting registration data.

Purpose: preventing duplicate submissions and enabling basic feature functionality.

Legal basis: legitimate interest (Art. 6(1)(f)) or consent, depending on the technical necessity of the identifier (see Section 8).

3.6 Technical / log data

IP address, device and browser information, timestamps, and usage logs.

Purpose: security, fraud prevention, service operation, and analytics.

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

4. Droppa Pixel (Future Feature)

We plan to introduce "Droppa Pixel," an optional embeddable script that Users may install on their own external live Prototype to measure visitor behavior and engagement. This feature is not yet active. Before launch, we will publish a dedicated data-processing notice clarifying controller/processor roles, the categories of end-visitor data collected, applicable retention periods, and the notice/consent obligations of Users who embed the script on their own sites, in line with the ePrivacy Directive and the GDPR.

5. Recipients and Processors

5.1 AI processing. Anthropic PBC (Claude models), based in the United States, acts as our processor and, in that capacity, processes description text, Demo URL content, and screenshots in order to generate the Droppa Score.

5.2 Other service providers. Hosting, infrastructure, e-mail delivery, and analytics providers may act as processors on our behalf, under data processing agreements.

5.3 We do not sell personal data to third parties.

6. International Data Transfers

Where personal data is transferred outside the European Economic Area - for example, to Anthropic in the United States for AI-based analysis - we rely on appropriate safeguards under Chapter V of the GDPR, in particular the European Commission's Standard Contractual Clauses and/or the processor's applicable compliance framework. A copy of the relevant safeguard can be requested via the contact details in Section 13.

7. Retention Periods

The table below summarizes our current, finalized retention approach.

Data category	Retention period
Account data (nickname, e-mail, password hash, profile fields)	For the duration of the Account; deleted upon Account deletion, subject to legally required retention (e.g., accounting, dispute defense).
Prototype / Content data (title, description, cover image, screenshots, Demo URL, publish status)	For as long as published or kept as draft; deleted upon User deletion of the Prototype or the Account.
AI-analysis data (Demo URL content retrieved for scoring, screenshots submitted for scoring)	90 days following deletion of the Prototype or Account, then deleted or anonymized.
Community data (comments, likes, Rally votes)	Deleted upon Account deletion (Terms of Service, Section 15.1).
Technical / log data (IP address, device/browser info, timestamps)	Up to 12 months, unless a longer period is required for security or legal purposes.
Anonymous browser-based identifiers (e.g., wishlist)	Until the browser cookie/local-storage value expires or is cleared by the visitor; see Section 8.

8. Cookies and Browser-Based Identifiers

8.1 We use strictly necessary cookies or local-storage values for authentication and core platform functionality.

8.2 We use a browser-based identifier for certain anonymous features (e.g., the wishlist) to prevent duplicate submissions, as described in Section 3.5. Where this identifier is not strictly necessary and is instead based on our legitimate interest (Art. 6(1)(f) GDPR), we have carried out a legitimate interest assessment as described in Section 3, and you may object to this processing as described in Section 9.

8.3 Where any non-essential cookies or trackers are used (e.g., analytics), we will request your consent before setting them, and you will be able to withdraw or change your consent at any time via the cookie preference settings available on the Platform, or via your browser or device settings.

9. Your Rights

Subject to the conditions set out in the GDPR, you have the right to:

- access your personal data (Art. 15);
- rectify inaccurate data (Art. 16);
- erase your data - the "right to be forgotten" (Art. 17), technically supported via the self-service "Delete Account" function in Settings, which is irreversible and removes your Prototypes, comments, likes, and Droppa Scores;
- restrict processing (Art. 18);
- receive your data in a portable format (Art. 20);
- object to processing based on legitimate interest (Art. 21); and
- withdraw consent at any time, where processing is based on consent, without affecting the lawfulness of processing carried out before withdrawal.

You also have the right to lodge a complaint with the Hungarian National Authority for Data Protection and Freedom of Information (Nemzeti Adatvédelmi és Információszabadság Hatóság, "NAIH"), 1055 Budapest, Falk Miksa utca 9-11., or with the supervisory authority of your habitual residence, and to seek judicial remedy before the competent court.

10. Children

The Platform is intended for individuals who are at least 18 years old, or who have reached the age of legal majority in their jurisdiction. We do not knowingly collect personal data from minors.

11. Security

We apply technical and organizational measures appropriate to the risk involved - such as encryption in transit and access controls - to protect personal data against unauthorized access, loss, or misuse.

12. Changes to this Policy

We may update this Privacy Policy from time to time. Material changes will be notified via the Platform or by e-mail, and the "last updated" date above will be revised accordingly.

13. Contact

Droppa Consulting Kft.

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