

# ***Personal Data Protection***

## **Collection, Storage, and Processing of Personal Data**

Users' personal data is processed in accordance with the General Data Protection Regulation (GDPR), the Personal Data Protection Act, and the Act on the Provision of Electronic Services of July 18, 2002 (Journal of Laws of 2017, item 1219, as amended).

Users are not required to provide their personal data to use the website. However, personal data may be collected through the website if voluntarily provided by users. In such cases, user consent for processing their personal data will be obtained following applicable data protection laws. The data administrator will inform users about the collection and processing of personal data before acquiring and starting the processing.

Accordingly, the processing of users' personal data is based on Article 6(1)(a) of the GDPR, which states that processing is lawful when the data subject has given consent for the processing of their personal data for one or more specific purposes.

Consent to process personal data is granted by selecting a checkbox on the website.

Users have the right to withdraw their consent at any time without affecting the legality of processing based on consent before its withdrawal.

If the user provides separate consent, their personal data may also be processed by the administrator for marketing purposes, including sending commercial information via electronic means to the email address provided by the user. With voluntary consent, personal data may also be processed for marketing purposes by entities cooperating with the administrator.

The website does not collect or process special categories of personal data (sensitive data).

The administrator takes special care to protect the interests of data subjects, ensuring that collected data is processed lawfully, collected for specified, lawful purposes, and not further processed in a manner incompatible with those purposes. Additionally, the data must be accurate, adequate for the purposes of processing, and stored in a manner that allows the identification of individuals only for as long as necessary for the processing purpose.

Users' personal data is stored no longer than necessary to achieve the purpose of processing.

## **Purposes of Processing Collected Personal Data**

The administrator is entitled to use collected and stored data for the following purposes:

- Providing user support,
- Concluding and executing services provided electronically,
- Customizing offers based on user interests, including advertisements and commercial information,
- Contacting users for service-related matters, customer support, permitted marketing activities via email or telephone,
- Conducting research and analysis to improve the functionality of available services.

The administrator is authorized to store collected data solely for the purposes specified above for no longer than necessary in connection with the use of the website and achieving the processing purpose.

## **Data Sharing**

The administrator ensures that all collected personal data is used to fulfill commitments to users (e.g., providing subscribed messages or customer panel services). This information will not be shared with third parties except in the following situations:

- The explicit consent of the data subjects has been obtained, or
- The obligation to share such data arises from applicable legal provisions.

The administrator may contractually entrust the processing of collected data to other entities in accordance with Article 28 of the GDPR.

Under its policy, the administrator commits not to rent or sell users' personal data. In the event of restructuring or selling all or part of the business, and transferring all or a significant portion of its assets to a new owner, users' personal data may be transferred to the buyer to ensure continuity of service provision.

The administrator may share anonymized data (i.e., data that does not identify specific users) with external service providers, trusted partners, or research agencies to better understand the attractiveness of advertisements and services for users, improve the overall quality and effectiveness of provided services, or participate in research projects offering broad social benefits.

## **Right to File a Complaint**

We make every effort to ensure that your personal data is processed in compliance with legal regulations. However, if you believe we have committed a violation, you have the right to file a complaint with the supervisory authority (President of the Personal Data Protection Office).

## **Security**

We guarantee that the data you provide to us is confidential. We take all security and data protection measures required by data protection laws. We collect this data with due diligence and adequately protect it from unauthorized access.

We take all necessary actions to ensure that our subcontractors and cooperating entities provide guarantees of applying appropriate security measures whenever they process your personal data on our behalf.