



This privacy policy describes how we process information about you, including personal data and cookies. Informacje ogólne

1. General information

This policy applies to the Website, operating under the url: <https://paktorun.pl>.

The service operator and personal data administrator is: PAK Sp. z o.o. Towarowa 15, 87 - 100 TORUŃ

Operator's e-mail contact address: sekretariat@pak.torun.pl

The Operator is the Administrator of your personal data with regard to the data provided voluntarily on the Website.

The Website uses your personal data for the following purposes:

Running the newsletter

Conducting online chat

Handling enquiries via a form

Presentation of an offer or information

The Service performs the functions of obtaining information about users and their behaviour in the following ways:

Through the voluntary data entered in the forms, which are entered into the Operator's systems.

Through the storage of cookies (so-called "cookies") on the end devices.

2. Selected data protection methods used by the Operator

The login and entry points for personal data are protected in the transmission layer (SSL certificate). This ensures that the personal and login data entered on the website are encrypted on the user's computer and can only be read on the target server.

The Operator periodically changes its administrative passwords.

In order to protect the data, the Operator makes regular security copies.

An important element of data protection is the regular updating of all software used by the Operator to process personal data, which in particular means regular updates of software components.

3. Hosting

The Website is hosted (technically maintained) on the servers of the Operator: nazwa.pl

The hosting company, in order to ensure technical reliability, keeps logs at server level. The logs may include: resources specified by the URL identifier (addresses of requested resources - pages, files), time of receiving a request time of sending a response, the name of the client station - identification via the HTTP protocol, information on errors which occurred during the execution of HTTP transactions, the URL address of a page previously visited by the user (referer link), if the user accessed the Website via a link, information about your





browser, information about your IP address, diagnostic information related to the self-service ordering process via registers on the website, information related to the handling of e-mails addressed to and sent by the Operator.

4. Your rights and additional information on how your data is used

In certain situations, the Administrator has the right to transfer your personal data to other recipients if this is necessary for the performance of the contract concluded with you or for the fulfilment of obligations incumbent on the Administrator. This applies to such groups of recipients:

hosting company on a delegated basis

operators of an online chat solution

authorised employees and associates who use the data in order to fulfil the purpose of the website

companies that provide marketing services to the Administrator

Your personal data processed by the Administrator for no longer than necessary to perform the related activities defined by separate regulations (e.g. on accounting). With regard to marketing data, data will not be processed for longer than 3 years.

You have the right to request from the Controller:

access to personal data concerning you,

their rectification,

erasure,

restriction of processing,

and data portability.

You have the right to object, with regard to the processing indicated in point 3.2, to the processing of your personal data for the purposes of carrying out the legitimate interests pursued by the Administrator, including profiling, with the right to object not being able to be exercised if there are valid legitimate grounds for the processing overriding your interests, rights and freedoms, in particular the establishment, assertion or defence of claims.

You may complain about the Administrator's actions to the President of the Office for Personal Data Protection, 2 Stawki Street, 00-193 Warsaw.

Providing personal data is voluntary, but necessary to operate the Service.

Automated decision-making, including profiling for the purpose of providing services under a concluded agreement and for the purpose of direct marketing by the Administrator, may be undertaken in relation to you.

Personal data is not transferred from third countries within the meaning of data protection legislation. This means that we do not send them outside the European Union.





5. Information in forms

The service collects information voluntarily provided by the user, including personal data if provided.

The service may record information about the connection parameters (time stamp, IP address).

The service, in some cases, may record information to facilitate the linking of the data in the form with the e-mail address of the user completing the form. In this case, the user's e-mail address appears inside the url of the page containing the form.

The data provided in the form is processed for the purpose resulting from the function of the specific form, e.g. for the purpose of processing a service request or commercial contact, registration of services, etc. Each time the context and description of the form clearly informs what it is used for.

6. Administrator logs

User behaviour information on the website may be subject to logging. This data is used for the administration of the website. Informacje zachowaniu użytkowników w serwisie mogą podlegać logowaniu. Dane te są wykorzystywane w celu administrowania serwisem.

7. Relevant marketing techniques

The Operator uses statistical analysis of website traffic, via Google Analytics (Google Inc., based in the USA). The operator does not transmit personal data to the operator of this service, only anonymised information. The service is based on the use of cookies on the user's terminal device. Regarding the information about the user's preferences collected by the Google advertising network, the user can view and edit the information resulting from the cookies using the tool: <https://www.google.com/ads/preferences/>.

The Operator uses remarketing techniques to match advertising messages to the user's behaviour on the website, which may give the illusion that the user's personal data are used to track the user, but in practice no personal data are transferred from the Operator to the advertising operators. A technological prerequisite for such activities is that cookies are enabled.

The Operator uses the Facebook pixel. This technology means that Facebook (Facebook Inc., USA) knows that a person registered with it is using the Website. The Operator does not transfer any additional personal data to Facebook. The service is based on the use of cookies on the user's terminal device.

The Operator uses a solution to study user behaviour by creating heat maps and recording behaviour on the website. This information is anonymised before it is sent to the service operator so that it does not know which individual it relates to. In particular, entered passwords and other personal data are not recorded.

8. Information about cookies

The website uses cookies.

Cookies are IT data, in particular text files, which are stored on the Website User's terminal equipment and are intended for use on the Website. Cookies usually contain the name of the website from which they originate, the time of storing them on the terminal equipment and a unique number.

The Service operator is the entity placing and accessing cookies on the Service User's terminal equipment.





Cookies are used for the following purposes:

maintaining a session of a User of the Website (after logging in), thanks to which a User does not have to re-enter his/her login and password on each subpage of the Website;

for the purposes set out above under "Essential marketing techniques";

The Website uses two main types of cookies: "session" cookies and "permanent" cookies (persistent cookies). "Session" cookies are temporary files that are stored on the User's terminal equipment until the User logs out, leaves the website or switches off the software (web browser). "Permanent" cookies are stored on the User's terminal device for the time specified in the parameters of the cookies or until they are deleted by the User.

Web browsing software (web browser) usually allows cookies to be stored on the User's terminal equipment by default. Users of the Website may change their settings in this respect. The Internet browser makes it possible to delete cookies. It is also possible to automatically block cookies. Detailed information on this subject is contained in the help or documentation of the Internet browser.

Restrictions on the use of cookies may affect some of the functionalities available on the Website.

Cookies placed on the Website User's terminal equipment may also be used by entities cooperating with the Website Operator, in particular companies: Google (Google Inc. based in the USA), Facebook (Facebook Inc. based in the USA), Twitter (Twitter Inc. based in the USA).

9. Cookie management - how to give and withdraw consent in practice?

If you do not wish to receive cookies, you can change your browser settings. We would like to point out that disabling cookies that are essential for authentication processes, security, maintaining user preferences may make it more difficult and, in extreme cases, impossible to use the websites.

To manage your cookie settings, please follow the instructions of the individual web browsers.

