

PRIVACY POLICY

AH HARDT SPÓŁKA JAWNA

(effective as of 01.03.2026 r.)

1. What is this Privacy Policy?

This Privacy Policy sets out the rules for the processing of personal data by **AH HARDT SPÓŁKA JAWNA** in connection with the use of the website available at www.en.ah.com.pl (the "Website") and in connection with business relations, including B2B cooperation.

We make every effort to ensure the security and confidentiality of personal data. We apply appropriate technical and organizational measures, including SSL encryption, to protect transmitted data.

This Privacy Policy is for informational purposes only and does not constitute a contract or terms and conditions.

2. Data Controller?

The controller of personal data is:

AH HARDT SPÓŁKA JAWNA

Cholerzyn 215, 32-060 Liszki, POLAND

KRS: 0000120755, VAT No.: 6790168262, REGON: 350114787, BDO: 000070043

E-mail: sklep@ah.com.pl

Telefon: +48 726 828 171

You may contact the Controller regarding personal data matters via:

- e-mail: sklep@ah.com.pl
- postal mail: Cholerzyn 215, 32-060 Liszki

3. Legal Basis for Data Processing

Personal data is processed in accordance with:

- Regulation (EU) 2016/679 (General Data Protection Regulation – GDPR)
- the Polish Personal Data Protection Act of 10 May 2018
- and other applicable laws governing electronic services and communications.

4. What Data We Process, For What Purposes, and For How Long?

4.1. Processing Purposes

Personal data may be processed for the following purposes:

Purpose	Scope of Data (example)	Legal Basis	Retention Period
Conclusion and performance of contract / order fulfillment	name, company name, delivery address, VAT number (if applicable), e-mail, phone	Art. 6(1)(b) GDPR	until expiry of limitation periods
User account creation and maintenance	name, e-mail, phone, address, VAT/company details	Art. 6(1)(b) GDPR	until account deletion + limitation period
Contact form / inquiries	name, e-mail, phone, inquiry details	Art. 6(1)(f) GDPR	generally up to 1 year or until objection
"Request a Quote" form	imię i nazwisko, e-mail, telefon, treść	Art. 6(1)(f) GDPR	generally up to 1 year or until objection
Competitions	data provided in competition form	Art. 6(1)(a) GDPR	up to 1 year or until withdrawal of consent
Website analytics and statistics	online identifiers (IP address, cookies, browser/device data)	Art. 6(1)(f) GDPR / consent where required	according to cookie settings

Purpose	Scope of Data (example)	Legal Basis	Retention Period
Direct marketing and remarketing	online identifiers, contact data (if applicable)	Art. 6(1)(f) GDPR / consent where required	until objection or withdrawal
Establishment, exercise or defense of claims	identification and transaction data	Art. 6(1)(f) GDPR	until expiry of limitation periods
Legal obligations (tax/accounting)	invoicing and transaction data	Art. 6(1)(c) GDPR	as required by law

4.2. B2B Relations and Business Contact Data

Where personal data concerns individuals acting on behalf of business entities (e.g. representatives, employees, contact persons), we may process business contact data such as:

- name and surname
- position
- business e-mail address
- business phone number
- company name

Purposes include:

- handling business communication
- preparing and negotiating offers
- maintaining and developing business relationships
- direct marketing of our products and services in a B2B context

Legal basis: **Art. 6(1)(f) GDPR – legitimate interest consisting of conducting and developing business activities and maintaining commercial relationships.**

Retention: until objection is raised or the business relationship ends and limitation periods expire.

4.3. Data Obtained from Public Sources (B2B)

In the context of business cooperation, we may obtain business contact data from publicly available sources (e.g., company registers, business websites) for the purpose of establishing or maintaining business relationships.

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

5. Voluntary Provision of Data

Providing personal data is voluntary; however, it may be necessary to:

- conclude and perform a contract
- create and maintain a user account
- respond to inquiries
- comply with legal obligations.

6. Data Recipients

Personal data may be shared with:

- entities authorized by law
- payment service providers
- accounting service providers
- courier and logistics companies
- analytics and marketing tool providers

Data is shared only to the extent necessary.

7. Automated Decision-Making and Profiling

We may use analytical and marketing tools that allow us to tailor advertising content based on user activity on the Website (profiling). Profiling does not produce legal effects nor significantly affect users.

In B2B relations, we may analyze Website activity (e.g., viewed products, inquiries, order history) to improve customer service and prepare customized offers.

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

8. Transfers Outside the EEA

We use tools provided by:

- **Google Ireland Limited** (e.g., Google Analytics, Google Ads, Tag Manager)
- **Meta Platforms Ireland Limited** (e.g., Facebook Pixel)

Data may be transferred outside the European Economic Area (EEA). Such transfers take place only:

- to countries ensuring an adequate level of protection, or
 - subject to appropriate safeguards (e.g., EU Standard Contractual Clauses).
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9. Your Rights Under GDPR

You have the right to:

- access your data
 - rectify your data
 - erase your data
 - restrict processing
 - object to processing
 - data portability
 - withdraw consent at any time (where applicable)
 - lodge a complaint with a supervisory authority.
- Requests may be submitted to: **sklep@ah.com.pl**
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10. Complaint to Supervisory Authority

If you believe your data is processed unlawfully, you may lodge a complaint with the competent supervisory authority. In Poland, this is: **President of the Personal Data Protection Office (UODO).**

11. Cookies

1. The Website uses cookies and similar technologies. Users can manage preferences via the cookie banner and cookie settings.
 2. Cookies are used for:
 - proper operation of the Website
 - analytics and statistics
 - marketing and remarketing (including third-party tools).
 3. Where required, cookies are used based on user consent.
 4. Where cookies constitute personal data, processing is based on:
 - Art. 6(1)(f) GDPR (legitimate interest), or
 - Art. 6(1)(b) GDPR (where necessary for electronic services).
 5. Details regarding cookie retention periods are available in cookie settings.
 6. The Website uses tools provided by:
 - Google Ireland Limited (Google Analytics 4, Google Tag Manager, Google Ads, Search Console),
 - Meta Platforms Ireland Limited (Facebook Pixel).
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12. Amendments

This Privacy Policy may be updated, particularly in the event of changes in law or technologies used.