

# PRIVACY POLICY

version valid as of 14.02.2024

## WHAT IS THE PRIVACY POLICY?

We would like to provide you with details concerning our processing of your personal data in order to give you full knowledge and comfort in using our website.

As we operate in the internet business ourselves, we know how important it is to protect your personal data. Therefore, we make particular efforts to protect your privacy and information you provide us with.

We carefully select and apply appropriate technical measures, in particular programming and organisational measures, to ensure protection of the personal data we process. Our website uses encrypted data transmission (SSL), which ensures protection of your identity.

In our Privacy Policy you will find all the most important information regarding our processing of your personal data. Please read it, we promise it won't take more than a few minutes.

The privacy policy is for informational purposes and does not imply any obligations for you (it is not a regulation or a contract).

## Who is the website administrator of [www.ah.com.pl](http://www.ah.com.pl)?

The website administrator is AH HARDT SPÓŁKA JAWNA with its registered office in Cholerzyn, at Cholerzyn 215, 32-060 Liszki, registered by the District Court for Kraków-Śródmieście in Kraków, XI Economic Division of the National Court Register, KRS No. 0000120755, NIP (Tax Identification Number) 6790168262, REGON (National Business Registry) 350114787, BDO (Waste Database): 000070043 (i.e.: us).

## PERSONAL DETAILS

### What legal act governs the processing of your personal data?

Your personal data are collected and processed by us in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27.04.2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (OJ EU L 119, p. 1), commonly referred to as: GDPR. To the extent not regulated by the GDPR, the processing of personal data is governed by the Data Protection Act of 10 May 2018.

### Who is the controller of your personal data?

The controller of your personal data is AH HARDT SPÓŁKA JAWNA with its registered seat in Cholerzyn 215, 32-060 Liszki, registered by the District Court for Kraków-Śródmieście in Kraków, XI Economic Division of the National Court Register, no. KRS 0000120755, NIP 6790168262, REGON 350114787, BDO: 000070043, tel.: +48 726 828 171, e-mail: [sklep@ah.com.pl](mailto:sklep@ah.com.pl).

You can contact us about your personal data using the following methods:

- e-mail: [sklep@ah.com.pl](mailto:sklep@ah.com.pl),
- snail mail: Cholerzyn 215, 32-060 Liszki,
- phone: +48 726 828 171

## HOW DO WE PROCESS THE PERSONAL DATA YOU GIVE US?

### What personal data do we process and for what purposes?

On our website we offer a variety of services as part of which we process different personal data on different legal grounds.

Objective	Personal data	Legal basis for processing	Data retention time
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conclusion and performance of the contract	given name, surname, address for correspondence, tax identification number, e-mail address, telephone number, company name	article 6(1)(b) of the GDPR, i.e. processing in order to take action at your request, prior to conclusion of a contract, and processing necessary for the performance of a contract to which you are party	until the expiry of the limitation period for claims concerning the performance of the contract
opening and maintaining an account	given name, surname, e-mail address, telephone number, address for correspondence, tax identification number, company name	article 6(1)(b) of the GDPR, i.e. processing in order to take action at your request, prior to conclusion of a contract, and processing necessary for the performance of a contract to which you are party	until the expiry of the limitation period for claims concerning the performance of the contract
contact form	given name, surname, e-mail address, telephone,	article 6(1)(f) of the GDPR i.e. processing for the purpose of pursuing our legitimate interest in maintaining continuity of communication and enabling contact with us in business matters	one year or until you object to the processing of your personal data
"Ask us" contact form	given name, surname, e-mail address, telephone number	article 6(1)(f) of the GDPR i.e. processing for the purpose of pursuing our legitimate interest in maintaining continuity of communication and enabling contact with us in business matters	one year or until you object to the processing of your personal data
organisation of competitions	given name, surname, e-mail address, telephone number, other	article 6(1)(a) of the GDPR, i.e. processing on the basis of your consent to the processing of your personal data	1 year or until you withdraw your consent to the processing of your personal data
web shop traffic analysis	IP address	article 6(1)(f) of the GDPR, i.e. processing in order to pursue our legitimate interest in analysing customer traffic on the shop's website	until such time as you object to the processing of personal data
direct marketing of our own goods and services, including remarketing	name, IP address, browser details, type of device	article 6(1)(f) of the GDPR, i.e. processing for the purposes of pursuing our legitimate interest in direct marketing of our own services, including remarketing	until such time as you object to the processing of personal data
determination, pursuit and enforcement of claims and defence against claims in proceedings conducted before courts and other state authorities	given name, surname, residential address, PESEL (personal identification number), NIP (tax identification number), REGON (national business registry number), e-mail address, telephone number, IP number, bank	article 6(1)(f) of the GDPR, i.e. processing for the purpose of pursuing our legitimate interest in establishing, pursuing and enforcing claims and defending against claims in proceedings conducted before courts and other state authorities	until the expiry of the limitation period for claims concerning the performance of the contract

	account number, payment card number		
fulfilling legal obligations arising from legal regulations, in particular tax and accounting regulations	given name, surname, company name, PESEL (personal identification number), tax identification number (NIP) or national business registry number (REGON), address for correspondence, payment card number	article 6(1)(c) of the GDPR, i.e. the processing is necessary for the fulfilment of legal obligations incumbent on us under the law, in particular tax and accounting regulations	until the expiry of the legal obligations imposed on the Controller which justify the processing of personal data

## Voluntary provision of personal data

The provision of the required personal data is voluntary, but is a prerequisite for us to provide our services to you (e.g. to send you newsletters or set up accounts).

## Recipients of personal data

Your personal data may be transferred to entities authorized to obtain personal data by law, as well as to entities to whom we entrust data on the basis of contracts, concerning the provision of services related to the operation of our website, among others, hosting services, marketing services and the supply of IT systems. We may also provide your personal data to providers of tools for: conducting analytical research, creating statistics, tracking traffic on our website and marketing automation.

You can find the current list of entities to which we disclose your personal data [here](#).

## Automated decision making (including profiling)

We use tools for targeting personalised advertising to you. Based on your actions in the Shop, in particular your choice of content viewed and the length of time you stay on the individual pages of the Shop, we adapt and display marketing content tailored to you. This profiling allows us to target marketing messages that are more desirable to you, which is a benefit to both us and you, as it limits marketing messages about goods and services that are not in your area of interest.

## Will we transfer your personal data outside the EEA or to an international organisation?

We use measurement and marketing tools from Google, whose provider is Google Ireland Limited, and Facebook, whose provider is Meta Platforms Ireland Limited. The entities providing measurement and marketing services to us may store your data outside the European Economic Area. In such situations, your data will be transferred only to countries that provide an adequate degree of protection, while to countries that do not provide an adequate degree of protection, only if adequate safeguards are provided, including but not limited to standard contractual clauses adopted by the European Commission.

## WHAT RIGHTS DO YOU HAVE IN RELATION TO OUR PROCESSING OF YOUR PERSONAL DATA?

Pursuant to the GDPR, you have the right to:

- request access to your personal data,
- request rectification of your personal data,
- request deletion of your personal data,
- request limitation of processing of your personal data,

- object to the processing of your personal data,
- request transfer of your personal data.

If you submit any of the abovementioned requests to us, we will inform you without undue delay - and in any case within one month of receipt of the request - about the actions taken with regard to your request.

If necessary, we may extend the one-month period by a further two months because of the complexity of the request or the number of requests.

In any event, we will inform you of the extension within one month of receipt of the request and give you the reasons for the delay.

### **Right of access to personal data (Article 15 of GDPR)**

You have the right to be informed whether we are processing your personal data. If we process your personal data, you have the right to:

- access your personal data,
- obtain information about the purposes of processing, categories of personal data processed, recipients or categories of recipients of these data, planned period of storage of your data or criteria for determining this period, your rights under the GDPR and about the right to lodge a complaint with the President of the Office for Personal Data Protection, about the source of these data, about automated decision making, including profiling, and about the safeguards applied in connection with the transfer of these data outside the European Union;
- receive a copy of your personal data.

If you wish to request access to your personal data, please submit your request to: sklep@ah.com.pl.

### **Right to correct your personal data (Article 16 of GDPR)**

If your personal data are incorrect, you have the right to ask us to correct your personal data immediately. You also have the right to request that we supplement your personal data. If you wish to request rectification or supplementation of your personal data, please submit your request to: sklep@ah.com.pl.

### **Right to erasure of personal data, the so-called "right to be forgotten" (Article 17 GDPR)**

You have the right to request that your personal data be deleted when:

- your personal data are no longer necessary for the purposes for which they were collected or otherwise processed;
- you have withdrawn a specific consent, to the extent that your personal data were processed on the basis of your consent;
- your personal data were processed illegally;
- you have raised objections to the processing of your personal data for the purposes of direct marketing, including profiling, to the extent that the processing of personal data is connected to direct marketing;
- you have objected to the processing of your personal data in connection with processing necessary for the performance of a task carried out in the public interest or processing necessary for the purposes of legitimate interests pursued by us or a third party.

Despite your request to delete your personal data, we may process your data further for the purpose of determining, pursuing or defending claims, of which you will be informed.

If you wish to request deletion of your personal data, please submit your request to: sklep@ah.com.pl.

### **Right to submit a request to restrict processing of your personal data (Article 18 of GDPR)**

You have the right to request restriction of the processing of your personal data when:

- you are questioning the correctness of your personal data – in this case we will limit the processing of your personal data for a period of time that allows us to check the accuracy of the data;
- the processing of your data is unlawful, and instead of deleting your personal data you request limited processing of your personal data;
- your personal data are no longer needed for the purposes of processing, but is needed to establish, pursue or defend your claims;
- you have objected to the processing of your personal data – until it is determined whether our legitimate interests take precedence over the grounds for objection.

If you wish to request limitation of processing of your personal data, please submit your request to: sklep@ah.com.pl.

### **Right to submit an objection to the processing of your personal data (Article 21 of GDPR)**

You have the right to object at any time to the processing of your personal data, including profiling, in relation to:

- processing necessary for the performance of a task carried out in the public interest or processing necessary for purposes resulting from legitimate interests pursued by the Controller or a third party;
- processing for direct marketing purposes.

If you wish to submit an objection with regard to the processing of your personal data, please submit your request to: sklep@ah.com.pl.

### **Right to request transfer of your personal data (Article 20 of GDPR)**

You have the right to receive your personal data from us in a structured, commonly used machine-readable format and to send data to another personal data controller. By default, we will provide you with your personal data in CSV format. If you prefer to have your data provided to you in a different format, please indicate your preferred format in your request. As far as possible, we will try to provide your data in your preferred format.

You can also request that we send your personal data directly to another controller (if technically possible). If you wish to request transfer of your personal data, please submit your request to: sklep@ah.com.pl.

### **Can you revoke your consent to personal data processing?**

You may withdraw consent you have given to the processing of your personal data at any time. Withdrawal of consent to personal data processing does not affect the legitimacy of processing carried out by us on the basis of your consent before it was withdrawn.

If you wish to withdraw consent to the processing of your personal data, please submit your request to: sklep@ah.com.pl.

In case you wish to withdraw your consent to the processing of your personal data for the purpose of providing the "Newsletter" service, you can unsubscribe from it here [\[link to unsubscribe page\]](#).

### **Complaint to the supervisory authority**

If you believe that the processing of your personal data violates data protection regulations, you have the right to lodge a complaint with a supervisory authority, in particular in the member state of your residence, your place of work or where the alleged infringement was committed.

In Poland, the supervisory authority within the definition of the GDPR is the President of the Office for the Protection of Personal Data, who replaced the GIODO as of 25 May 2018. For more information, see here <https://www.uodo.gov.pl/pl/134/233>.

## **Cookies**

1. Our website uses cookie technology, as well as functionalities similar to it. Cookies are saved on the final device of the person visiting the website. Each person visiting the website has the opportunity to choose the scope of use of cookies, and then give their consent within the framework of the so-called cookie banner, displayed during the first visit to the website.
2. Cookie files are IT data, in particular text files, which are stored in the final device of the person visiting the website and are intended for use of the website. Cookies usually contain the name of the website from which they originate, the time they are stored on the end device and a unique number.
3. Cookie files are used primarily to ensure proper operation of the website. Depending on the visitor's choice of the scope of use of cookies, cookies may also be used for other purposes, such as creation of statistics that help to understand how users use the website, which enables the improvement of its structure and content, as well as for marketing purposes consisting, among others, in reaching visitors who have previously visited the website with an advertising message when they use other websites or social networks (in this regard, cookies of third parties, i.e. providers of tools used by the Administrator for this purpose, may also be used).
4. Depending on the choice of the scope of use of cookies, they collect various types of information, which, as a rule, do not constitute personal data. However, some of the information collected in this way, depending on the type of cookies, may contain information that makes it possible to identify the visitor to the website, especially when linked to other data. This applies primarily to cookies, the use of which requires the consent of the visitor to the website. Other provisions of the Privacy Policy shall apply to such information, including in particular the rights of the data subject.
5. Detailed information on the scope and types of cookies used within the website can be found on the cookie banner displayed during the first visit to the website, as well as by clicking on the "Cookie Settings" button. In the same way, a visitor of the website may change his or her preferences regarding the use of cookies at any time, including withdrawal of previously granted consents, without affecting the legality of actions performed on the basis of consent before its withdrawal.
6. In terms of ensuring proper operation of the website, cookies are used on the basis of Article 173(3)(2) of the Telecommunications Law. In the remaining scope, obtaining and storing information with the use of cookies is carried out on the basis of the consent of the visitor to the website, expressed on the cookie banner displayed during the first visit to the website or as a result of changing the settings after clicking on the "Cookies settings" button.
7. To the extent that cookies may contain information constituting personal data, the basis for their processing is the legitimate interest of the Controller (Article 6(1)(f) of GDPR) in the form of, among other things, researching and analyzing website traffic for statistical purposes, as well as conducting marketing activities by the Controller or third parties. To the extent that these third parties will have direct access to such information, the legal basis for such processing will be the legitimate interests of these third parties or a separate consent given by the visitor (e.g. within the privacy settings of a social networking site). To the extent that the information collected through cookies is necessary for the proper provision of electronic services on the website, the basis for processing such information is Article 6(1)(b) of the GDPR.
8. Depending on the purposes and legal basis for processing personal data, information collected by cookies may be stored for different periods. Information about the storage period of information collected by individual cookies can be found on the cookie banner displayed when you first visit the Website, as well as by clicking the "Cookie Settings" button. In the event that the information collected by cookies constitutes personal data, it will be stored, in principle, until an objection is made. Personal data may also be stored until the statute of limitations for claims or for the time required by law. In each case, the longer term of storage of personal data shall be decisive.
9. The Website uses marketing and analytical tools of other providers who use cookies (third-party cookies) on the Website. The providers of these tools are the entities listed in the section below. For more information on the cookies of these entities, please refer to their privacy policies. The final device of a website's visitor may record cookie files from these third parties, who may be their independent administrators, or act as co-administrators together with the Administrator.
10. The website uses marketing and analytical tools provided by the following entities that use external cookies:
  - 1) Google Ireland Limited (Google Analytics 4, Google Tag Manager, Google Search Console, Google Ads),
  - 2) Meta Platforms Ireland Limited (Facebook Pixel).
11. Some of the above-mentioned providers may store your data outside the European Economic Area. In such situations, your data will be transferred only to countries that provide an adequate degree of protection, while to

countries that do not provide an adequate degree of protection, only if adequate safeguards are provided, including but not limited to standard contractual clauses adopted by the European Commission.

12. The Website also uses additional Google Analytics features (Google Analytics Advertising Features). You can change this through the appropriate settings of your web browser, but also through the settings of Google's advertising preferences.

To learn about the use of Cookies, we recommend you to read the privacy policies of the above-mentioned companies. Cookies may be used by advertising networks, in particular the Google network, to display ads tailored to your preferences. For this purpose, information about how you navigate the web or when you use the website may be stored.

To view and edit the information about your preferences collected by the Google advertising network, you can use the tool provided at the link <https://www.google.com/ads/preferences/>.