



PRIVACY POLICY of ALFA EVENT

I. GENERAL INFORMATION

1. This document, referred to as the Privacy Policy, sets out the rights and rules related to the processing of personal data through the **alfaevent.pl** website, owned by ALFA EVENT sp. z o. o.
2. The basic rights and obligations for the protection of personal data are contained in the Regulation of the European Parliament and of the Council (EU) 2016/679 of 27.4.2016 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 (hereinafter: GDPR). To the extent not covered by this Privacy Policy, the GDPR provisions apply.

II. PERSONAL DATA CONTROLLER

1. The controller of the personal data is ALFA EVENT sp. z o. o. with its registered office in Wrocław, ul. Żeromskiego 62/2, registered in the National Register of Entrepreneurs kept by the District Court for Wrocław-Fabryczna, VI Commercial Division under KRS number: 0000959611, NIP (Tax ID): 8982274966, REGON (Business ID): 52147925500000.
2. Contact with the Data Protection Officer regarding personal data is possible via e-mail at: iod@alfaevent.pl.

III. PURPOSE OF PERSONAL DATA PROCESSING

1. The purpose of the processing of personal data is executing the conclusion of a contract, contract implementation, sending commercial information by electronic means or telephone calls for direct marketing purposes, provided that the user gives their specific consent.
2. The provision of personal data is voluntary, however, the provision of marked personal data is necessary for the conclusion of a service provision contract, while the consequence of not providing the data will be the inability to use it.
3. If additional consent is given, on the basis of Article 6.1(a) of the GDPR, the data may also be processed for the purposes of sending marketing information on the services or products of other entities.
4. Personal data will be processed for purposes related to the use of services for the period necessary to enable the acquisition and provision of the service, or for the period of actual use of the service in question, after which data subject to archiving will be kept for the period relevant to the statute of limitations of claims, i.e. up to a maximum of 10 years. Personal data processed for marketing purposes covered by the statement of consent will be processed until the consent is revoked. Personal data processed for paper marketing of products and services, i.e. on the basis of the so-called legitimate interest (which does not require consent) will be processed until the data subject objects to such processing.

IV. LEGAL BASIS FOR PROCESSING PERSONAL DATA

1. Processing of Users' personal data is carried out on the basis of Article 6.1(a), (b), (c), (f) of the GDPR
 - (a) for the purpose of concluding a contract and performing the complaint process (basis of Article 6.1(b) of the GDPR);
 - b) for the purpose of sending commercial information or marketing via email based on the data subject consent - if given (the basis of Article 6.1(a) of the GDPR);
 - c) for archival (evidentiary) purposes to secure information in the event of a legal need to prove facts, which is our legitimate interest (the basis of Article 6.1(f) of the GDPR in conjunction with Article 7.3 of the GDPR);
 - d) for the purpose of possible establishment, investigation or defense against claims, which is our legitimate interest (the basis of Article 6.1(f) of the GDPR);
 - e) for the purpose of surveying customer satisfaction and determining the quality of our service, which is our legitimate interest (basis of Article 6.1(f) of the GDPR);
 - (f) for the purpose of offering benefits and services directly to you (direct marketing), which is our legitimate interest (basis of Article 6.1(f) of the GDPR).
 - (g) for the purpose of fulfilling a legal obligation incumbent on the Controller (Article 6.1(c) of the GDPR) - such as obligations under the Accounting Act.

V. USER'S RIGHTS



1. The User may request the Controller at any time to:
 - a) access to the content of their personal data and receive a copy of it;
 - b) rectify (correct) their data;
 - c) delete data - if, in the User's opinion, there are no grounds for us to process the data, you may request that we delete it;
 - d) restrict data processing - the User may request that we restrict the processing of their personal data only to storing it or carrying out activities agreed with the User if, in the User's opinion, we have incorrect data about you or are processing it unduly; or if the User does not want us to delete it because it is needed for the establishment, investigation or defense of claims; or for the duration of an objection raised against the processing,
 - e) object to the processing of data - a "marketing" objection. The User has the right to object to the processing of their data for direct marketing purposes. If the User exercises this right - we will stop processing their data for this purpose;
 - f) to file an objection due to a special situation. The User also has the right to object to the processing of data on the basis of legitimate interests for purposes other than direct marketing. The User should then indicate to us the particular situation that they believe justifies our stopping the processing covered by the objection. We will stop processing data for these purposes unless we demonstrate that the grounds for our processing override your rights or that the data are necessary for us to establish, assert or defend claims;
 - g) data portability - the User has the right to receive from us in a structured, commonly used machine-readable format personal data concerning the User that we have under contract or your consent. The User can also have us send such data directly to another entity;
 - h) lodge a complaint with a supervisory authority - if the User believes that we are processing their data unlawfully, they may lodge a complaint to this effect with the President of the Office for Personal Data Protection or other competent supervisory authority;
 - i) revoke consent to the processing of personal data - the User has the right to revoke their consent to the processing of such personal data that we process based on their consent at any time. Withdrawal of consent will not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.
2. To exercise your rights, send your request to the following e-mail of the Data Controller: iod@alfaevent.pl.

VI. COOKIES

1. Available web browsers in the initial (default) settings accept the creation of cookies. However, each user may object to the placement of cookies on their device. As a rule, in order to change these settings, the User should use the option to disable cookies in their web browser, whether on computers, cell phones, tablets or other devices. These settings can be changed, in particular, in such a way as to block the automatic handling of cookies in the settings of the User's web browser or inform about their placement on their device each time. Detailed information about the possibility and methods of handling cookies is available in the settings of the User's software (web browser).
2. Deleting or blocking the ability to create cookies on the User's device may lead to losing the ability to use important website functionalities.
3. The mechanisms for the use of IP numbers, cookies and similar technologies used on our site are designed to:
 - a) create statistics - in order to better understand how users use the site, which will ultimately improve its structure, mechanisms and content,
 - b) recognize the user's device (type of browser) - to display pages correctly, best suited to the device,
 - c) provide security, such as authentication within the service,
 - d) for advertising purposes - to personalize content and advertisements and analyze website traffic. Information about users visiting our site can also be accessed by affiliates and our trusted partners, who also use technologies such as cookies to collect and process personal information to personalize content and advertising, and analyze traffic to our sites and on the Internet,
 - e) enhance the user experience of our service.

VII. ENTRUSTING DATA PROCESSING TO OTHER ENTITIES

1. The Controller may entrust the processing of personal data to entities cooperating with the Controller.



2. Access to the data (most often on the basis of a Data Processing Entrustment Agreement) may be granted to entities responsible for maintaining the infrastructure and services necessary to operate the service, i.e:
 - a) hosting companies, providing hosting or related services to the Controller,
 - b) Companies providing the Newsletter service,
 - c) IT service and support companies performing maintenance or responsible for maintaining IT infrastructure,
 - d) companies that act as intermediaries in online payments for goods or services offered on the Website (when making purchase transactions on the Website).
3. In addition to the purposes indicated in this Privacy Policy, personal data of Users will not be in any way shared with third parties, or transferred to other entities, for the purpose of sending marketing materials.

VIII. PRIVACY POLICY CHANGES

1. Changes may be made to the Privacy Policy. Users will be notified of any changes in the Privacy Policy.
2. This Privacy Policy is effective as of 11 March 2022.