

# Privacy and Cookies Policy.

## I. Personal data

We publish this document to explain the reasons why we collect and process personal data as part of our business:

### 1. What is personal data?

This information allows you to distinguish one person from another without much effort. They can refer directly to that person (such as name, ID number, and sometimes even an e-mail address or internet account), as well as those that do not describe it directly. For example, they relate to its features, health status, views, place of residence, addictions, race or religion.

### 2. What personal data do we speak about in our case?

We process data that our customers, contractors and employees provide to us in connection with the use of our services, cooperation with us or employment.

### 3. What does data processing mean?

Processing is all we can do with personal data - related to both their active use, such as collection, retrieval, consolidation, merging, modification or sharing, as well as passive, such as storing, limiting, deleting or destroying.

### 4. Who is Data Administrator (i. e. who has influence on data processing and security)?

The administrator of your personal data is PLANIKA Sp. z o.o. with headquarters in Brzoza Bydgoska, ul. Bydgoska 38, 86-061 Brzoza, NIP 5542520460, REGON 093115222, represented by the Management Board, tel. (52) 364-11-60, email address for correspondence: [planika@planikafires.com](mailto:planika@planikafires.com)

### 5. On what legal basis and what purpose do we process your data for?

Each time we process your data, it must be based on a proper legal basis, in accordance with applicable law. Such basis may be for example your consent to data processing or other legal provisions allowing for it, contained in the Act of 29 August 1997 on the protection of personal data or in Regulation of the European Parliament and of the Council (EU) 2016/679 of 27 April 2016. on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC (referred to as the "RODO")

Your data may be processed by us for several purposes, for example:

- ✓ you can provide us your data by sending an e-mail or by using the contact form on our website. We process your data based on your consent, which you express automatically when you send your data to us (e.g. email address). Your consent is voluntary - remember that you can withdraw it at any time. In this case, we will immediately delete all information you provided, as long as you have not become our client.
- ✓ if you are our customer or a person interested in using the services we provide, we process your data in connection with the contract concluded with you or in preparation for the conclusion of such a contract. This is always done with your knowledge and will. By expressing your intention to conclude a contract, you know what personal data will be needed to sign it, and after signing it you have the knowledge of what data for this purpose you have given or you will transfer in a later period,
- ✓ if you are a User of the services we offer - we process your data based on your consent. You express it by ticking the appropriate boxes in the online form or application used to contact us. Your consent is voluntary - remember

that you can withdraw it at any time. In this case, we will cease providing you with the service and we will immediately delete all data provided by you.

- ✓ We may also process your data to ensure the security of our network and information.. This will happen when you use or connect to our information infrastructure, for example by entering our website or by sending us a message. This is our legitimate interest.
- ✓ If you are interested in working with us, your data is processed in the form of an application or CV submitted by you. This is done with your knowledge and written consent that you can undo at any time. In this case, your application will not be processed by us and we will immediately delete all data you provide. However, upon employment with us, the further rules of data processing as well as the obligatory scope of their transfer and further processing by us are specified by the labour law regulations.

## **6. To whom do we transfer your data?**

We may transfer your data to processors on our behalf in accordance with applicable law, such as: a postal operator, an accounting office or a subcontractor of our services indicated in your contract. We also have an obligation to provide them at the request of entities authorized to do so under other law, e.g. courts or law enforcement agencies. However, access will be granted only if they make a request to us to this effect, indicating the legal basis that they are entitled to on request.

We do not anticipate transferring your data to third countries or international organizations, i.e. outside the economic territory of the European Union. Within the European Union, thanks to the RODO, you have an identical level of protection of your data in all member countries. The RODO text is available at the link below:

<http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=OJ:L:2016:119:TOC>

## **7. How long will we process your data for?**

We pay a lot of attention to the fact that the scope of data collected by us, as well as the time of their processing, is limited to the minimum necessary. For this purpose, we perform systematic reviews of paper and electronic documents, removing unnecessary ones which expiration time has passed. Remember that the processing time of your data, depending on the basis on which we obtained it, can be decided by separate - independent from us legal provisions that may impose on us the obligation to store your data, regardless of your will or willingness. An example can be labor law, social security law or accounting regulations.

Your data may also come to us in connection with, for example, conducted training, then we can process it for a short period of time, for purposes related to financial settlement with the entity that instructed us for this training or to issue you a certificate confirming participation in the training. After this, we will immediately delete your data and we will not use it for any other purpose - for example, to advertise our business, only when you give us your consent clearly and explicitly.

If you have personally used our services and concluded a contract in accordance with the accounting regulations, it will have your data in the financial and accounting documentation prepared in connection with it and processed for a period of 5 consecutive calendar years from the date of purchase / conclusion of the contract.

If the data we hold is to be used for a purpose other than that for which it was collected, you will always be informed by us and will be able to object.

## **8. What rights do you have with regards to your data?**

If we process your personal data, you always have the right to:

- request access to data,
- correct them,
- request their removal
- or to limit processing operations,
- object to data processing,
- data transfer, including obtaining their copies

All these rights are discussed in detail in Articles 15 to 21 of the RODO, the text of which is available at the address below:

<http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=OJ:L:2016:119:TOC>

You may also withdraw your consent to the processing of personal data, in which case we will delete your personal data immediately, as long as there is no legal obligation to proceed with further processing. For example, if you request the cancellation of your account due to the cancellation of the newsletter, we will immediately delete your data from the mailing database.

If you feel that in any way - which we obviously do not want - we have violated your rights or did not ensure the security of your personal data, you have the right to lodge a complaint with the supervisory authority, which is currently the Inspector General for Personal Data Protection.

## **9. Automated decision making and information about profiling.**

Based on your data, we do not take any decisions that would affect your situation. However, we use profiling of our users in order to better match the response and offer to the customer sending us the query.

This is done in an automated way, using a variety of programs and applications, which we write about in more detail in part II.5 of this Policy. They enable us to recognize and count visitors to our websites and analyze the way visitors move around during the visit. It helps us to improve the operation of our website, including providing users with easy access to the information sought.

Profiling is carried out in such a way that the user session data is associated, for example, a phone number or chat conversation with the course of the visit and conversion of the collected information on the page (eg linking the chat with the customer's phone number, locating the IP address of the device which there was a connection from etc.). We also collect in an automated way such data as the user's IP address, cookies on his device, browser technical data and details of the service provider, source of visit, name and surname, email address and all other information provided by the user in the form on our website. Then, one of our other tools - whatever has been collected - they try to connect to public data published by the user about themselves (eg data from LinkedIn or other social networking sites).

Once again, we would like to emphasize that as a result of profiling, we do not make any decisions that would have any consequences for the user, and its aim is only to better tailor the content of the pages and materials to your interests, show ads which are more tailored to your needs and making measurements that allow us to improve our services.

## **10. How do we protect your data?**

In order to ensure the security of your data, we apply the organizational and technical measures required by law. We have installed the necessary physical security in our headquarters to prevent unauthorized access to data. Our employees have the required authorizations and may process data in a limited way, i.e. only to the extent that it is necessary for the proper performance of their duties.

## **11. Privacy Protection of minors**

Our site does not monitor and does not verify information about the age of users, senders and recipients of news and people interested in receiving notifications about our activities, including the newsletter. Contact information from visitors (such as telephone numbers and e-mail addresses of users) is used to fulfill orders, send information about our company and commercial offers.

Minors should not send any information or make orders or subscribe to services provided by our company without the consent of their parents or legal guardians. We will require such consent in every case when we know that the user is a minor ("child") within the meaning of the national provisions on the protection of personal data.

## **12. Contact details to the person responsible for the protection of personal data**

In all matters regarding the protection of personal data, we are represented by the Management Board of PLANIKA Sp. z o.o. based in Brzoza. Contact with Management Board is possible at the following e-mail address: [planika@planikafires.com](mailto:planika@planikafires.com) and by calling +48 52 364 11 60.

# **II. Cookies**

## **1. What are cookies and what are they used for?**

Cookies are text files that are stored on your device and used by the server to recognize this device when you reconnect. Cookies are downloaded at every "entry" and "exit" from the page. Cookies are not used to determine your identity, only your device – among others so that after recognizing the browser you are using, the displayed image was best suited to the technical capabilities of the equipment (e.g. its resolution) or its type ("desktop" version - desktop or mobile).

Cookies are used most often in the case of meters, probes, online stores, websites that require login, advertisements and to monitor the activity of visitors. Cookies also make it possible to remember your interests and adapting websites to them in terms of displayed content and matching ads.

Cookies are currently used by virtually all websites operating on the Internet - search engines, information pages, blogs, online stores, websites, magazines and newspapers, etc. Our website also uses them.

More information on cookies can be found at: [www.wszystkoociasteczkach.pl](http://www.wszystkoociasteczkach.pl)

## 2. What do cookies do?

In general, they operate on the following principles:

- identify computer and browser data used for browsing websites - they allow, for example, to find out whether a given computer has already visited the website,
- data obtained from "cookies" are in no way combined with personal data of users obtained, e.g. during registration on websites,
- they are not harmful to you, your computers or smartphones - they do not affect the way they work,
- they do not change the configuration of the terminal devices or the software installed on the terminal devices
- the default parameters of "cookies" allow to read information contained in them only to the server that created them,
- on the basis of your behavior on the websites visited, they provide information to the servers, thanks to which the displayed page is better suited to individual preferences.

## 3. What are the types of cookies?

The following types of cookies are used:

- "necessary" cookies - enabling the use of services available as part of the website, e.g. authentication cookies used for services that require authentication on the site;
- "performance" cookies - enabling the collection of information on the use of website pages;
- "functional" cookies - allowing to remember user-selected settings and personalization of the user interface, e.g. in terms of the language or region of the user's origin, size of the font, appearance of the website, etc. ;
- "advertising" cookies - enabling users to provide advertising content more tailored to their interests.

## 4. Do you have to agree to the use of cookies by us?

Remember that you have the option of self-managing "cookies", for example, the internet browsers you use (usually the mechanism is enabled by default). In the most popular browsers you have the option of:

- accepting "cookies" service, which will allow you to take full advantage of the options offered by websites,
- cookies management at the level of individual, selected sites,
- setting the settings for different types of "cookies", for example, accepting persistent files as session, etc.,
- blocking or deleting cookies.

Information on the possibility of including and disabling cookies in the most popular browsers can be found at the following links:

- 1) [Google Chrome](#)
- 2) [Internet Explorer](#)
- 3) [Mozilla Firefox](#)
- 4) [Opera](#)
- 5) [Safari](#)

Leaving your browser settings unchanged means you agree to the use of cookies. Blocking or disabling some of their types may prevent you from using the full functionality of the website or disrupt its proper functioning.

## 5. What do we use cookies for?

The site uses both session cookies and cookies. We use them for the following purposes:

- creating statistics, which allows improving the content of pages of their structure and content,
- maintaining the User's session.

In order to display the page correctly, the following information is collected: name and version of the web browser, language settings, date and time of sending the request to the server, IP from which the request was sent, the requested URL. These data are collected in order to enable the website to be properly handled.

In order to create statistics, the web analytics tool is used called Google Analytics, which collects data and uses its own cookies in accordance with the Google Privacy Policy available at <https://www.google.com/intl/pl/policies/privacy/>

Google collects on its servers data obtained from the placement of cookies on devices and uses this information to create reports and provide other services related to the movement and use of the Internet. Google may also transfer this information to third parties if it is obliged to do so by law or if such entities process such information on behalf of Google.

The data collected by our website are not disclosed or made available to third parties, with the exception of the competent law enforcement authorities entitled to conduct criminal proceedings in connection with its initiation to the application filed by us. This will only happen if you take any illegal or harmful action.

We also use additional applications on our website that provide us with information about users who visit our website:

- Wordpress - for correct operation of the page and saving the settings
- Callpage - for creating connections and memorizing user sessions,
- Zopim - Chat - identifies user chat sessions and links them into a single visit. It also collects statistical data from the user's visit to the website,
- Yandex Metrica - for creating video visits from the site and heatmap,
- Google tag manager - runs statistical codes on the website,
- Google Adwords - code tracking conversions,
- remarketing code - to collect advertising information about users visiting our website and displaying ads to them,
- Facebook - code tracking conversions,
- Youtube - presenting multimedia content embedded on the website by the website owner provided by YouTube. The file tracks video playback and stores user preferences on pages containing video content. A cookie is saved when the browser has access to YouTube.

The data collected by our website is not disclosed or made available to third parties, except for entities with whom we have signed cooperation agreements and which represent us to the customer (eg trader, serviceman, dealer, agent, architect serving a specific region in a given language).

We may also disclose them at the request of the competent prosecuting authorities entitled to conduct criminal proceedings, in connection with its initiation for an application filed by us. This will only happen if you take any illegal or harmful action.