

Personal data processing information clause

1. The controller of your personal data is Balton Sp. z o. o., ul. Nowy Świat 7/14, 00-496 Warszawa.
2. The controller has appointed a Personal Data Inspector (PDI), Mikołaj Ryzop. Contact with the PDI is possible using the e-mail address: iod.balton@dpag.pl.
3. Your personal data will be processed on the basis of article 6(1)(a) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27.04.2016 on the protection of natural persons in relation to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (General Data Protection Regulation) (Official Journal of the EU. L. of 2016. No. 119, p. 1) - hereinafter the GDPR) in connection with the consent to sending newsletters, invitations to meetings, presenting a commercial offer, establishing contact, under Article 6(1)(b) of the GDPR in the event of the conclusion of a contract, under Article 6(1)(f) of the GDPR within the framework of the controller's legitimate interest, which is to carry out direct marketing, including the analysis of the adaptation of a suitable offer in line with the professional field.
4. Your personal data will be processed in order to provide access to the Controller's Internet platform and to make use of the content offered, to send the Controller information related to the Internet platform by means of electronic communication, promotions, newsletter, and commercial offers via means of electronic communication in accordance with the Act of 18 July 2002 on the Provision of Online Services.
5. Your provision of personal data is voluntary, but failure to do so prevents you from using the Controller's online platform, receiving the newsletter and current offers.
6. The participant shall have the right to withdraw consent at any time, which shall not affect the lawfulness of the processing carried out on the basis of the consent prior to its withdrawal.
7. The personal data provided by you may be transferred to entities authorised under the relevant legislation, including entities that process personal data on behalf of the Controller on the basis of a data processing contract, such as, among others, companies providing software services.
8. Your personal data will be processed until you withdraw your consent, including the deletion of your account, in the case of data processed on the basis of the Controller's legitimate interest until you lodge an objection, and in the case of the conclusion of a contract, until the end of that contract's term and the statute of limitations for claims relating to it.
9. No automated decision-making or profiling shall take place in the processing of your personal data.
10. You shall have the right to request access to your personal data, as well as the right to rectification (amendment), the right to data portability. You also shall have the right to request erasure or restriction of processing, as well as to object to processing, but this is only available if further processing is not necessary for the Controller to comply with a legal obligation and there are no other overriding legal grounds for processing.
11. You shall have the right to lodge a complaint against the processing by the Controller with the President of the PDPO, ul. Stawki 2, 00-193 Warszawa (uodo.gov.pl).
12. Your data will not be transferred to a third country or international organisation.

Cookies and similar technology

Cookies are small text files installed on the device of the User browsing the Website. Cookies collect information to facilitate the use of the website - e.g. by remembering the User's visits to the Website and their actions. The Association uses cookies to ensure that the Website operates at the highest level, including for customisation and analytical purposes. Accordingly, the Association and other entities providing services to the Association use cookies, by storing information or accessing information already stored in the User's telecommunications end device (computer, phone, tablet, etc.).

The Controller uses the following types of Cookies:

- **session:** they are stored on the User's Device and remain there until the end of the session of the respective browser. The stored information is then permanently deleted from the Device's memory.

The mechanism of session cookies does not allow any personal data or any confidential information to be collected from the User's Device,

- **permanent:** they are stored on the User's Device and remain there until they are deleted. Ending the session of a particular browser or switching off the Device does not remove them from the User's Device. The permanent cookies mechanism does not allow any personal data or any confidential information to be collected from the User's Device,
- **external:** coming from websites other than the Website.

We do not keep data longer than necessary. We do not collect data that we do not need to fulfil a specific purpose.

The Controller uses its own Cookies for the following purposes:

Service configuration

- adapting the content of the Website pages to the User's preferences and optimising the use of the Website pages,
- recognising the Service User's device and its location and accordingly displaying the website, adapted to his/her individual needs,
- remembering the settings selected by the User and personalising the User's interface, e.g. with regard to the User's chosen language or region of origin,
- remembering the history of pages visited on the site in order to recommend content, font size, web design, etc.

Authenticating the user on the Website and providing a user session on the Website

- maintaining a session of the Website User (after logging in), thanks to which the User does not have to re-enter his/her login and password on each sub-page of the Service,
- the correct configuration of selected functions of the Website, enabling in particular the verification of the authenticity of the browser session,
- optimising and increasing the efficiency of the services provided by the Controller.

Carrying out the processes necessary for the full functionality of the Website

- adapting the content of the Website pages to the User's preferences and optimising the use of the Website pages. In particular, these files allow for the recognition of the basic parameters of the User's Device and the appropriate display of the website, tailored to the User's individual needs,
- correct operation of the affiliation programme, enabling in particular the verification of sources of redirection of Users to the Website,
- remembering the user's location,
- analysis and research, and audience auditing,
- creation of anonymous statistics that help us understand how Service Users use the Service's websites, so that we can continuously improve the structure and content of the Service,
- ensuring the security and reliability of the Service,
- allowing the user to add service elements to their favourites.

The Controller uses External Cookies for the following purposes:

Presentation of multimedia content on the Website, which is downloaded from external websites

- www.youtube.com (cookie manager: Google Inc. with its registered office in the USA).

Collection of general and anonymous statistical data via an analytical tool

Google Analytics (cookie manager: Google Inc. with its registered office in the USA).

Protection of the Service against abuse by bots

CAPTCHA (cookie manager: Google Inc. with its registered office in the USA).