

Privacy Policy The following Privacy Policy sets out the rules for storing and accessing data on Users' devices using the Service for the purpose of providing electronic services by the Administrator and the rules for collecting and processing Users' personal data that have been provided by them personally and voluntarily through tools available on the Service.

§1 Definitions

- Service - the internet service "adlabel.eu" operating at <https://adlabel.eu>
- External Service - internet services of partners, service providers, or service recipients cooperating with the Administrator
- Service Administrator / Data Controller - The Administrator of the Service and Data (hereinafter referred to as the Administrator) is the company "ADLABEL Sp. z o. o.", conducting business at the address: Kalwaryjska 69/6, 30-504 Kraków, with the assigned tax identification number (NIP): 6793276928, providing electronic services through the Service
- User - a natural person for whom the Administrator provides electronic services through the Service
- Device - an electronic device along with software through which the User accesses the Service
- Cookies - text data collected in the form of files placed on the User's Device • GDPR - Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons 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)
- Personal Data - means information about an identified or identifiable natural person ("data subject"); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.
- Processing - means any operation or set of operations that is performed on personal data or sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination, or otherwise making available, alignment, or combination, restriction, erasure, or destruction.
- Restriction of Processing - means the marking of stored personal data with the aim of limiting their processing in the future. • Profiling - means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location, or movements.
- Consent - consent of the data subject means any freely given, specific, informed, and unambiguous indication of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her.
- Personal Data Breach - means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, personal data transmitted, stored, or otherwise processed.
- Pseudonymization - means the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately and is subject to technical and organizational measures to ensure that the personal data are not attributed to an identified or identifiable natural person.
- Anonymization - Anonymization of data is an irreversible process of operations on data that destroys/overwrites "personal data", making identification or linking of a specific record to a particular user or individual impossible.

§2 Data Protection Officer Based

On Article 37 of the GDPR, the Administrator has not appointed a Data Protection Officer. For matters related to data processing, including personal data, Users should contact the Administrator directly.

§3 Types of Cookies

- Internal Cookies - files placed and read from the User's Device by the tele information system of the Service
- External Cookies - files placed and read from the User's Device by the tele information systems of external Services. Scripts of external Services that may place Cookie files on the User's Device have been consciously placed on the Service through scripts and services provided and installed on the Service.
- Session Cookies - files placed and read from the User's Device by the Service during a single session of that Device. After the session ends, the files are removed from the User's Device.
- Persistent Cookies - files placed and read from the User's Device by the Service until they are manually deleted. Files are not automatically deleted after the Device session ends unless the User's Device is configured to delete Cookie files after the Device session ends.

§4 Data Storage Security

- Cookie storage and retrieval mechanisms - The mechanisms of storing, reading, and exchanging data between Cookie files stored on the User's Device and the Service are carried out through built-in mechanisms of web

browsers and do not allow downloading other data from the User's Device or data from other websites visited by the User, including personal data or confidential information. It is also practically impossible to transfer viruses, Trojan horses, and other worms to the User's Device.

- Internal Cookies - The Cookie files used by the Administrator are safe for Users' Devices and do not contain scripts, content, or information that could endanger the security of personal data or the security of the User's Device.
- External Cookies - The Administrator makes every effort to verify and select service partners in terms of User security. The Administrator selects well-known, large partners with a global social reputation for cooperation. However, the Administrator does not have full control over the content of Cookie files from external partners. The Administrator is not responsible for the security of Cookie files, their content, and the use in accordance with the license by scripts installed in the Service from external Services, to the extent permitted by law. A list of partners is provided in the further part of the Privacy Policy.
- Cookie Control

Users can, at any time, independently change settings related to the storage, deletion, and access to data stored in Cookie files by any website. o Information on how to disable Cookie files in the most popular computer web browsers is available on the website: how to disable cookies or from one of the specified providers:

- Managing cookies in Chrome browser
- Managing cookies in Opera browser
- Managing cookies in Firefox browser
- Managing cookies in Edge browser
- Managing cookies in Safari browser
- Managing cookies in Internet Explorer 11 browser o Users can delete all Cookie files saved so far at any time using the User's Device tools through which the User uses the Service.

- User Threats - The Administrator uses all possible technical measures to ensure the security of data placed in Cookie files.

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- User Threats - The Administrator uses all possible technical measures to ensure the security of data placed in Cookie files. However, it should be remembered that ensuring security in the provision of services by electronic means depends, to a large extent, on the Users themselves. Therefore, Users are required, in particular, to keep their login and password for the Service confidential and not to share this information with third parties. The Administrator will never ask the User for their login and password. Sharing the login and password by the User to third parties may expose the User to the risk of unauthorized access to their data. If the User wants to contact the Administrator, they should do so using the means of communication provided by the Administrator on the Service's website.

- External Links - The Service may contain external links to other websites. Such websites operate independently of the Service and are not in any way supervised by the Service. These websites may have their privacy policies and regulations, which Users are encouraged to read.

§5 The Purpose of Using Cookies

- Service Configuration - Cookies are used to configure the Service and match the Service's content to the User's preferences and to optimize the use of the Service's website.
- User Authentication - Cookies are used to authenticate Service Users and ensure the User's session is maintained after logging in. This eliminates the need for the User to re-enter their login and password on each subpage of the Service.
- Implementation of Processes - Cookies are used to implement processes necessary for the full functionality of the Service websites.
- Analytical Purposes - Cookies are used to collect information about how Users use the Service's websites.
- "Remember Me" Feature - Cookies are used to remember information about the User's session.
- Marketing and Advertising - Cookies are used to display advertising content more tailored to the User's interests.

§6 Legal Basis for Data Processing

- Article 173 of the Telecommunications Law (Journal of Laws of 2020, item 576, as amended).
- The Telecommunications Law allows the use of Cookies that are necessary for the operation of telecommunications networks or are necessary to provide a service expressly requested by the User. Other Cookie files can be used based on the consent expressed by the User.

§7 Additional Data Collection

• Service Logs - Information about the User's behavior on the Service may be logged. These data are used to administer the Service. • Information about the device - Information about the User's Device may be collected. This information may include the User's IP address, browser type, and version, and operating system.

§8 Cookies Management

• If the User does not want to receive Cookies, they may change their browser settings. We reserve that disabling Cookies necessary for authentication, security, maintaining User preferences may hinder, and in extreme cases, may prevent the use of websites.
• To manage Cookie settings, choose a web browser/system from the list below and follow the instructions:
o Managing cookies in Chrome browser
o Managing cookies in Opera browser
o Managing cookies in Firefox browser
o Managing cookies in Edge browser
o Managing cookies in Safari browser
o Managing cookies in Internet Explorer 11 browser.

§9 Service Requirements

• Restricting the use of Cookies may affect some of the functionalities available on the Service's website. • Disabling cookies may result in loss of some of the Service's functionality. • The Service may use Cookies for the purposes of remembering the User's session.

§10 External Services

• The Administrator cooperates with the following external services that may place Cookie files on the User's Device: Google Analytics, Google AdSense, Facebook, Twitter, LinkedIn, and YouTube. • Detailed information on the privacy policy of the above services can be found on their websites.

§11 Changing Cookie Settings

• Settings for popular web browsers:
o Google Chrome
o Mozilla Firefox
o Internet Explorer
o Microsoft Edge
o Opera
o Apple Safari

§12 Mobile Devices

• Mobile device users can change privacy settings in their devices.

§13 Amendments to the Privacy Policy

• The Administrator reserves the right to change the privacy policy of the Service, which may be affected by the development of Internet technology, possible changes in the law in the field of personal data protection, and the development of the Service. • Users will be informed of any changes in a visible and understandable way.

§14 Contact

• Contact with the Administrator is possible via e-mail at the following address: contact@adlabel.eu.
• The User may at any time receive access to their data, correct it, or request the cessation of their processing.

§15 Service Requirements

• Limiting the storage and access to Cookie files on the User's Device may cause some of the Service's functions to work incorrectly.
• The Administrator shall not be liable for any malfunction of the Service's functions in the event that the User restricts in any way the ability to store and read Cookie files.

§16 External Links

In the Service - articles, posts, entries, or user comments may contain links to external websites with which the Service Owner does not cooperate. These links, as well as the pages or files referred to by them, may be dangerous to your Device or pose a threat to the security of your data. The Administrator shall not be responsible for content located outside the Service.

§17 Changes to the Privacy Policy

• The Administrator reserves the right to make any changes to this Privacy Policy without the obligation to inform Users regarding the application and use of anonymous data or the use of Cookie files.

- The Administrator reserves the right to make any changes to this Privacy Policy regarding the processing of Personal Data. Users with user accounts or subscribed to the newsletter service will be informed of such changes via email within 7 days of the modifications. Continued use of the services implies familiarity with and acceptance of the introduced changes to the Privacy Policy. If a User does not agree with the introduced changes, they are obligated to delete their account from the Service or unsubscribe from the Newsletter service.
- The introduced changes to the Privacy Policy will be published on this subpage of the Service.
- The introduced changes come into effect upon their publication.