

## PRIVACY POLICY

This POLICY provides basic information about the purposes, methods of processing, and security of your personal data as a user of the website: <https://registration.gradatim-sympozja.pl/pl> (hereinafter referred to as the WEBSITE).

By reading the PRIVACY POLICY, you will learn who the controller of your personal data is, what personal data is collected by the WEBSITE, for what purposes it is used, and how it is protected.

### § 1. Basic Information

1. The CONTROLLER of your personal data is Grażyna Horowitz, an entrepreneur entered into the Central Information and Register of Business Activity under the name:  
GRADATIM Grażyna Horowitz, with its registered office in Tarnowo Podgórne at ul. Owocowa 10, 62-080, NIP: 9531627050.
2. Contact with the ADMINISTRATOR is possible via e-mail: [biuro@gradatimsympozja.pl](mailto:biuro@gradatimsympozja.pl).

### § 2. Data Processing Principles

1. The CONTROLLER processes personal data in accordance with the following principles:

- 1) based on a legal basis and in accordance with the law (legality);
- 2) fairly and honestly (reliability);
- 3) in a transparent manner for the data subject (transparency);
- 4) for specific purposes and not "just in case" (minimization);
- 5) no more than necessary (adequacy);
- 6) ensuring data accuracy (accuracy);
- 7) no longer than necessary (temporality);
- 8) ensuring appropriate data security (security).

### § 3. Purposes, legal basis, and scope of data processing.

1. We will process your data:

- 1) for contact purposes, to respond to your message sent to us directly by email, via a form, or in response to a telephone contact, based on the Controller's legitimate interest in providing you with a response;
- 2) for informational purposes, to provide you with important information regarding the services you use through our WEBSITE;
- 3) for technical purposes using cookies, based on the Controller's legitimate interest in the proper operation and functioning of the WEBSITE;
- 4) for archiving telephone numbers, messages, and emails, based on the Controller's legitimate interest in protecting against claims;

2. We process your data within the following scope:

- 1) If you send us a message by email, form, or provide information by phone, we will process the data contained in that message. Providing us with data in this way is voluntary. You can ask us to delete this data at any time;
- 2) The remaining data we process includes the IP address and other data stored in cookies. You decide to what extent we will be able to use cookies with your data. Providing us with data in this way is voluntary.

You can change your preferences at any time. You can do this in your web browser or by deleting the saved cookies from our WEBSITE;

- 3) using APIs (application programming interfaces) provided by external partners to integrate various functionalities, such as participant registration or analytical services. Using these APIs may

result in the creation of additional cookies or the use of existing cookies to process user data. External partners may store and process this data in accordance with their own privacy policies.

#### § 4. We do not perform automatic profiling on the WEBSITE.

1. We do not use automatic profiling on the WEBSITE to create marketing campaigns based on user activity measurement, which would allow us to target our chosen advertising material to precisely identified users.
2. We can only create advertisements for user groups, based on general statistical data provided by partners. We are unable to ensure that a specific user sees an advertisement we have selected based on activity data.
3. More information about how our partners profile users and create audiences can be found in their privacy policies in the paragraph below.

#### § 5. Data Recipients and Intention to Transfer Data to a Country Outside the EEA or an International Organization.

1. Depending on the purpose for which we process your data, the recipients of your personal data may be:

- 1) government offices and other public institutions, to the extent that the obligations to transfer data arise from the provisions of law applicable in the territory of the Republic of Poland, for purposes related to the fulfillment of legal obligations incumbent on the controller, such as pursuing legal claims, fulfilling tax obligations, and other proceedings regulated by applicable law;
- 2) the WEBSITE software provider (hosting, server, domain);
- 3) the entity providing programming services for the WEBSITE;
- 4) the provider of software for storing data and documents in the cloud;
- 5) the provider of software for managing cookies and the scope of processed data;

2. Your data is not transferred to countries outside the EEA or international organizations, except in cases of data processing by the following entities:

1) Google Inc., based in the USA, for the analysis of traffic on the WEBSITE in the Google Analytics system

and for providing additional functions (such as Google Maps, Google Search Console) related to the proper functioning of the WEBSITE and displaying search results. See how Google processes and protects your data. This browser add-on allows you to manage the scope and level of access to data collected by Google Analytics;

2) Google Inc., based in the USA, for advertising and measuring their effectiveness in the Google Ads system. See how Google processes and protects your data;

3) Facebook Inc., based in the USA, for account management and access to data on social networking sites (Facebook, Instagram), advertising and measuring their effectiveness related to the installation of the Facebook pixel and the Conversion API on the website. See how Facebook processes and protects your data;

4) Google Inc. z siedzibą w USA w zakresie oprogramowania dysku wirtualnego służącego do przechowywania dokumentacji firmowej (dokumentacja obsługi procesu obsługi klienta i kontrahenta oraz dokumentacja RODO). Zobacz jak Google chroni Twoje dane;

#### § 6. Data storage period.

1. We are unable to specify a single period for which we will process your data.
2. If you provided us with your data by email, telephone, using a form, or through social media where we have our company profiles, we will process your

data until you request deletion of the data or object to its processing, but also in the event that we deem that we have fulfilled the Controller's legitimate interest.

#### § 7. User Rights.

1. In connection with the processing of your data, you have the following rights:
  - 1) access to the content of your data and the right to rectify, erase, or limit its processing;
  - 2) the right to data portability;
  - 3) the right to object;
  - 4) the right to withdraw consent to its processing at any time and in any form, unless the data processing is carried out for the performance of a contract by the Controller, for the Controller to fulfill its legal obligations towards state institutions, or for the pursuit of the Controller's legitimate interests.
2. You also have the right to lodge a complaint with the President of the Personal Data Protection Office (to the address of the Personal Data Protection Office, ul. Stawki 2, 00-193 Warsaw).
3. More information on personal data protection can be found on the website of the Personal Data Protection Office: [www.uodo.gov.pl](http://www.uodo.gov.pl).

#### § 8. Information about cookies.

1. We use cookies on our WEBSITE.
2. We have not installed the Consent Mode v2 plugin on our WEBSITE, which allows you to independently manage the scope of personal data processing through cookies, because we only use technical cookies.
3. Cookies are small text files stored on users' devices while browsing the WEBSITE. They are used to facilitate the use of our Website, improve the quality of our services, and enable analysis of traffic and user behavior.
4. Cookies may be persistent (permanent) or temporary (session). Persistent cookies are stored on the user's device for a specified period of time or until they are deleted by the user. Temporary cookies are deleted when the browser is closed.
5. We do not use our own or third-party cookies. First-party cookies are used to ensure the proper functioning of the WEBSITE, personalize content, save user preferences, and analyze statistics. Third-party cookies are used by external analytical and advertising tools, and for integration with social media.
6. Users cannot control or limit the use of cookies on our WEBSITE, BECAUSE THEY ARE ONLY cookies necessary for the proper functioning of the website.
7. Please note that disabling or limiting cookies may affect the functionality of the WEBSITE and the quality of services provided.
8. Technical cookies: These are necessary for the proper functioning of the WEBSITE. They enable maintaining user sessions, handling forms, remembering preferences, and ensuring the security of the WEBSITE.

#### § 9. Why do we use cookies?

1. Comfort of use of the WEBSITE: Cookies can significantly improve the comfort of using the WEBSITE.
2. Content personalization: Cookies allow the displayed content to be tailored to the user's preferences and interests, making the website more attractive and useful.
3. Remembering settings: Cookies allow the WEBSITE to remember settings selected by the user,

such as language, layout, and colors, allowing for faster and more convenient use of the website.

4. Logging in: Cookies enable the storage of information about the logged-in user, allowing for easy switching between different sections of the WEBSITE without having to log in again.

5. Session maintenance: Cookies allow the SITE to track user activity across various subpages, allowing you to easily return to recently visited sections or continue unfinished activities, such as completing forms.

6. Performance optimization: Cookies can be used to analyze traffic and user behavior on the SITE, helping to optimize its performance and deliver high-quality content.

7. Advertising: Cookies enable the display of personalized ads that are tailored to the user's interests and needs. This makes ads less intrusive and more relevant.

8. Social media integration: Cookies enable integration with social media sites such as Facebook, Twitter, and Instagram, enabling easy content sharing and the use of additional features such as commenting and liking.

#### ATTENTION!

We do not use the cookies described above on our website. Only technical cookies are used.

### § 10. Functions of technical cookies.

1. Maintaining user sessions: Technical cookies enable maintaining a user's session while navigating the SITE, allowing users to navigate between different sections of the SITE without having to log in again or enter the same information.

2. Remembering user preferences: Technical cookies allow the SITE to store information about user preferences, such as the selected language, font size, color settings, and other personalization elements.

3. Form handling: Technical cookies support the functioning of forms on the SITE, such as login, registration, and contact forms, by ensuring the correct processing of data entered by users.

4. Optimizing SITE performance: The use of technical cookies enables monitoring the SITE's performance and the loading speed of individual elements, which allows for the optimization and improvement of the quality of the services provided.

5. Security: Technical cookies help ensure the security of the WEBSITE and its users, for example by verifying user identity, detecting hacking attempts, and protecting against CSRF (Cross-Site Request Forgery) attacks.

### §11. Functions of analytical cookies.

1. Measuring website traffic: analytical cookies allow us to monitor the number of visits, unique users, and page views, providing an overall picture of the popularity and performance of the WEBSITE.

2. Analyzing user behavior: analytical cookies allow us to collect information about how users navigate the website, such as the time spent on individual subpages, navigation paths, and where they leave the WEBSITE.

3. Conversion optimization: analytical cookies help identify elements of the WEBSITE that influence the effectiveness of achieving business goals, such as registration, placing an order, or completing a contact form.

4. User segmentation: the use of analytical cookies allows us to group users according to various criteria, allowing us to better tailor content and offers to the needs of individual segments.

5. A/B Testing: Analytical cookies are used to conduct A/B testing, which involves comparing two versions of the WEBSITE to determine which one better meets the intended objectives. These tests help optimize the appearance, functionality, and content of the WEBSITE.

## § 12. Advertising Cookie Functions.

1. Personalized Advertising: Marketing cookies enable the display of advertisements tailored to the user's interests, preferences, and browsing history, making them more engaging and effective.
2. Remarketing: Marketing cookies allow us to track users who have visited the WEBSITE but have not completed a purchase or other action and retarget them with advertisements to encourage them to return and complete the transaction.
3. Measuring Advertising Effectiveness: Marketing cookies allow us to monitor the results of advertising campaigns, such as the number of clicks, conversions, and views, which allows us to optimize our marketing strategy.
4. Cross-channel advertising management: The use of marketing cookies facilitates the coordination and integration of advertising activities across various channels, such as search engines, social media, and partner websites.
5. Testing and optimizing advertising content: Marketing cookies are used to conduct A/B testing and other analysis methods that allow us to assess which advertising messages, formats, and creatives are most effective and engaging for users.