

VERSION EFFECTIVE FROM December 7, 2023.

WHAT IS THE PRIVACY POLICY?

We would like to acquaint you with the details of how we process your personal data to provide you with complete knowledge and comfort in using our website.

Given that we operate in the online industry, we understand the importance of protecting your personal data. Therefore, we make special efforts to safeguard your privacy and the information you provide to us.

We carefully select and implement appropriate technical measures, especially those of a programming and organizational nature, ensuring the protection of processed personal data. Our website uses encrypted data transmission (SSL), providing protection for your identifying information.

In our Privacy Policy, you will find all the essential information regarding the processing of your personal data by us. Please take a moment to read it, and we promise it will not take more than a few minutes.

Who is the administrator of the website www.easygifts.com.pl?

The administrator of the website is PCM Sp. z o.o. EASY GIFTS Sp.k., located in Byków at ul. Wrocławska 41, 55-095 Mirków, registered by the District Court for Wrocław-Fabryczna in Wrocław, VI Economic Department of the National Court Register, KRS 0000457282, NIP 8961447858, REGON 020635065, BDO 000015824 (hereinafter referred to as "we").

PERSONAL DATA

Which legal act regulates the processing of your personal data?

Your personal data is collected and processed by us in accordance with the provisions of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons concerning the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (EU L 119, p. 1), commonly known as GDPR. In matters not regulated by the GDPR, the processing of personal data is governed by the Personal Data Protection Act of May 10, 2018.

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Regarding your personal data, you can contact us via:

- email: marketing@easygifts.pl
- traditional mail: Byków, ul. Wrocławska 41, 55-095 Mirków
- phone: +48 713152330

HOW DO WE PROCESS YOUR PERSONAL DATA THAT YOU PROVIDE TO US?

What personal data do we process, and for what purposes do we process it?

On our website, we offer you many different services, for which purposes we process various personal data based on different legal grounds.

Purpose	Personal Data	Legal Basis for Processing	Data Storage Period
Conclusion and Performance of the Contract	name, surname, correspondence address, Tax Identification	art. 6(1)(b) GDPR, i.e., processing for the purpose of taking steps at	until the expiration of the limitation period for claims related to the

Purpose	Personal Data	Legal Basis for Processing	Data Storage Period
	Number (NIP), email address, phone number, bank account number	your request prior to entering into a contract and processing necessary for the performance of a contract to which you are a party	performance of the contract
Account Creation and Management	name, surname, email address, phone number, correspondence address, Tax Identification Number (NIP)	art. 6(1)(b) GDPR, i.e., processing for the purpose of taking steps at your request prior to entering into a contract and processing necessary for the performance of a contract to which you are a party	until the expiration of the limitation period for claims related to the performance of the contract
Newsletter	email address	art. 6(1)(a) GDPR, i.e., processing based on your consent to the processing of your personal data	until the withdrawal of consent to the processing of personal data
Contact Form	name, surname, email address, phone number, Tax Identification Number (NIP)	art. 6(1)(f) GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in maintaining continuity of communication and enabling contact with us regarding business activities	until objection to the processing of personal data is raised
Contact Form IMPORT	name, surname, email address, phone number, Tax Identification Number (NIP)	art. 6(1)(f) GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in maintaining continuity of communication and enabling contact with us regarding business activities	until objection to the processing of personal data is raised
Contact Form "Submit Inquiry to the Agency in Your Area".	name, surname, email address, phone number, Tax Identification Number (NIP)	GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in maintaining continuity of communication and enabling contact with us	until objection to the processing of personal data is raised

Purpose	Personal Data	Legal Basis for Processing	Data Storage Period
		regarding business activities	
Visualization Form	email address	art. 6(1)(b) GDPR, i.e., processing for the purpose of taking steps at your request prior to entering into a contract and processing necessary for the performance of a contract to which you are a party	until objection to the processing of personal data is raised
Loyalty Program	name, surname, email address, phone number	art. 6(1)(a) GDPR, i.e., processing based on your consent to the processing of your personal data	until the withdrawal of consent to the processing of personal data
Analysis of Traffic on the Online Store's Website	IP address, browser data	art. 6(1)(f) GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in analyzing the traffic of customers on the store's website	until objection to the processing of personal data is raised
Direct Marketing of Own Goods and Services, Including Remarketing	IP address, browser data	art. 6(1)(f) GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in direct marketing of our own services, including remarketing	until objection to the processing of personal data is raised
Establishing, Investigating, and Enforcing Claims and Defense against Claims in Proceedings before Courts and Other State Authorities	name, surname, address of residence, PESEL number, Tax Identification Number (NIP), National Business Registry Number (REGON), email address, phone number, IP address, bank account number, payment card number	art. 6(1)(f) GDPR, i.e., processing for the purpose of pursuing our legitimate interests, consisting in establishing, investigating, and enforcing claims, as well as defending against claims in proceedings before courts and other state authorities	until the expiration of the limitation period for claims related to the performance of the contract
Fulfillment of Legal Obligations Arising from Legal Provisions, Especially Tax and Accounting Regulations	name, surname, company name, PESEL number, Tax Identification Number (NIP) or National Business Registry Number	art. 6(1)(c) GDPR, i.e., processing is necessary for the fulfillment of legal obligations incumbent upon us, arising from	until the expiration of the legal obligations incumbent upon the Administrator that

Purpose	Personal Data	Legal Basis for Processing	Data Storage Period
	(REGON), email address, phone number, correspondence address, payment card number	legal provisions, especially tax and accounting regulations	justified the processing of personal data

Voluntariness of Providing Personal Data

Providing the required personal data by you is voluntary but is a condition for us to provide services to you (e.g., sending newsletters or creating an account).

Recipients of Personal Data

You can find the current list of entities to whom we disclose your personal data here.

Automated Decision-Making (Including Profiling)

We use tools through which we send personalized advertisements to you. Based on your actions in the Store, especially the selection of viewed content and the time spent on Store subpages, we customize and display marketing content tailored to you. Through such profiling, we can deliver more desirable marketing messages to you, benefiting both us and you, as we limit marketing messages related to goods and services that are not within your interests.

Will We Transfer Your Personal Data Outside the EEA or to an International Organization?

To use Google and YouTube tools, your personal data may be transferred to the United States, where Google LLC servers are located.

Google LLC is listed as a participant in the Data Privacy Framework program (link: <https://www.dataprivacyframework.gov/s/participant-search>). Therefore, the protection of personal data is adequate in relation to the regulations applicable in the European Union, according to the Commission's Executive Decision (EU) C(2023) 4745 of July 10, 2023, on the adequate level of personal data protection under the EU-USA Data Privacy Framework (link: https://ec.europa.eu/commission/presscorner/detail/en/FS_22_2100).

To use Facebook tools, your personal data may be transferred to the United States, where Meta Platforms Inc. servers are located.

Meta Platforms Inc. is listed as a participant in the Data Privacy Framework program (link: <https://www.dataprivacyframework.gov/s/participant-search>). Therefore, the protection of personal data is adequate in relation to the regulations applicable in the European Union, according to the Commission's Executive Decision (EU) C(2023) 4745 of July 10, 2023, on the adequate level of personal data protection under the EU-USA Data Privacy Framework

(link: https://ec.europa.eu/commission/presscorner/detail/en/FS_22_2100).

WHAT RIGHTS DO YOU HAVE REGARDING THE PROCESSING OF YOUR PERSONAL DATA BY US?

Under the GDPR, you have the right to:

- request access to your personal data,
- request the correction of your personal data,
- request the erasure of your personal data,
- request the restriction of the processing of your personal data,
- object to the processing of your personal data,

- request the transfer of your personal data.

Upon receiving any of the above requests without undue delay—no later than one month from the date of receiving the request—we will provide you with information about the actions taken in connection with your request.

If necessary, we may extend the one-month period by an additional two months due to the complex nature of the request or the number of requests. In any case, we will inform you within one month of receiving the request of the extension and provide you with the reasons for the delay.

Right of Access to Personal Data (Article 15 GDPR)

You have the right to know whether we process your personal data. If we process your personal data, you have the right to:

- access your personal data,
- obtain information about the purposes of processing, categories of processed personal data, recipients or categories of recipients of this data, the planned period of storing your data, or the criteria for determining this period, your rights under the GDPR, and the right to lodge a complaint with the President of the Office for Personal Data Protection, the source of this data, automated decision-making, including profiling, and the safeguards used in connection with the transfer of this data outside the European Union,
- obtain a copy of your personal data.

If you want to request access to your personal data, submit your request to: marketing@easygifts.pl.

Right to Rectify Personal Data (Article 16 GDPR)

If your personal data is incorrect, you have the right to request the immediate correction of your personal data. You also have the right to request the completion of your personal data. If you want to request correction or completion of your personal data, submit your request to: marketing@easygifts.pl.

Right to Erasure of Personal Data, the "Right to Be Forgotten" (Article 17 GDPR)

You have the right to request the erasure of your personal data when:

- your personal data is no longer necessary for the purposes for which it was collected or otherwise processed;
- you withdraw a specific consent, to the extent that personal data has been processed based on your consent;
- your personal data is processed unlawfully;
- you object to the processing of your personal data for direct marketing purposes, including profiling, to the extent that the processing of personal data is related to direct marketing;
- you object to the processing of your personal data in connection with processing necessary for the performance of a task carried out in the public interest or processing necessary for the purposes of legitimate interests pursued by us or a third party.

Despite submitting a request for the erasure of personal data, we may continue to process your data to establish, assert, or defend claims, and you will be informed of this.

If you want to request the erasure of your personal data, submit your request to: marketing@easygifts.pl.

Right to Request Restriction of Personal Data Processing (Article 18 GDPR)

You have the right to request the restriction of the processing of your personal data when:

- you contest the accuracy of your personal data—in such a case, we will restrict the processing of your personal data for a period allowing us to verify the accuracy of this data;
- the processing of your data is unlawful, and instead of deleting personal data, you request a restriction of its processing;
- your personal data is no longer necessary for the purposes of processing, but it is needed to establish, assert, or defend your claims;
- you object to the processing of your personal data—until it is determined whether our legitimate interests prevail over the grounds indicated in your objection.

If you want to request the restriction of the processing of your personal data, submit your request to: marketing@easygifts.pl.

Right to Object to the Processing of Personal Data (Article 21 GDPR)

You have the right to object at any time to the processing of your personal data, including profiling, in connection with:

- processing necessary for the performance of a task carried out in the public interest or processing necessary for the purposes of legitimate interests pursued by the personal data controller or a third party;
- processing for direct marketing purposes.

If you want to object to the processing of your personal data, submit your request to: marketing@easygifts.pl.

Right to Request the Transfer of Personal Data (Article 20 GDPR)

You have the right to receive your personal data from us in a structured, commonly used, machine-readable format and to transmit it to another personal data controller.

We will provide you with your personal data in CSV format by default. If you prefer your data to be provided in another format, please indicate the preferred format in your request. We will make every effort to provide you with data in your preferred format, to the extent possible.

You may also request that we transfer your personal data directly to another personal data controller (if technically feasible).

If you want to request the transfer of your personal data, submit your request to: marketing@easygifts.pl.

Can you revoke the given consent for processing personal data?

You can withdraw the consent granted for the processing of your personal data at any time. The withdrawal of consent for the processing of personal data does not affect the lawfulness of the processing carried out by us based on your consent before its withdrawal.

If you wish to revoke your consent for the processing of your personal data, please submit your request to the following address: marketing@easygifts.pl.

In case you want to withdraw your consent for the processing of personal data for the purpose of providing the "Newsletter" service, you can resign by sending your request to the address: marketing@easygifts.pl.

Complaint to the supervisory authority

If you believe that the processing of your personal data violates the provisions of personal data protection laws, you have the right to lodge a complaint with the supervisory authority, especially in the EU member state of your habitual residence, your place of work, or the place where the alleged infringement occurred.

In Poland, the supervisory authority under the GDPR is the President of the Personal Data Protection Office (PUODO), who, as of May 25, 2018, replaced GIODO (General Inspector for the Protection of Personal Data).

For more information, you can find it [here](#).