

# Privacy Policy of the Galeria Estetyczna Store

## CONTROLLER OF PERSONAL DATA

Adam Cieslak, an entrepreneur conducting business under the name Medical Brokers Adam Cieślak, entered in the Central Register and Information on Economic Activity maintained by the minister competent for the economy and for keeping the Central Register and Information on Economic Activity, NIP (Tax ID) 7261238810, REGON 473016954, ul. Lipowa 1, 95-100 Zgierz.

If you wish to contact us in connection with our processing of your personal data, please write to us at: [biuro@galeriaestetyczna.pl](mailto:biuro@galeriaestetyczna.pl).

## YOUR RIGHTS

You have the right to request:

- access to your personal data, including obtaining a copy of your data (Article 15 GDPR or—where applicable—Article 13(1)(f) GDPR),
- rectification of your data (Article 16 GDPR),
- erasure (Article 17 GDPR),
- restriction of processing (Article 18 GDPR),
- data portability to another controller (Article 20 GDPR).

You also have the right:

- to object at any time to the processing of your data:
  - on grounds relating to your particular situation—against processing concerning you that is based on Article 6(1)(f) GDPR (i.e., our legitimate interests), including profiling (Article 21(1) GDPR);
  - where personal data are processed for direct marketing purposes, including profiling to the extent that the processing is related to such direct marketing (Article 21(2) GDPR).

Contact us if you wish to exercise your rights. You may express your objection to our use of cookies (described below) in particular by using the appropriate browser settings.

If you consider that your data are processed unlawfully, you may lodge a complaint with the President of the Personal Data Protection Office (PL).

## PERSONAL DATA AND PRIVACY

Below you will find detailed information on the processing of your data depending on the actions you take.

## **1. Placing an order in the Store – part 1**

### **For what purpose?**

Fulfilling your order.

### **On what legal basis?**

- sales contract (Article 6(1)(b) GDPR),
- legal obligation related to accounting that requires us to process your personal data (Article 6(1)(c) GDPR).

### **How long?**

- for the duration of the above-mentioned contract;
- until the expiry of our legal obligation related to accounting.  
In addition, your data will be processed until the expiry of the period during which claims may be pursued—by you or by us (you can find more information on this in the last table of this section).

### **What happens if you do not provide the data?**

You will not be able to place an order.

## **2. Placing an order in the Store – part 2**

### **For what purpose?**

Improving the quality of our services through reviews submitted by Users via a satisfaction survey service.

### **On what legal basis?**

Our legitimate interest consisting in processing your data in order to conduct research on your satisfaction with our services (Article 6(1)(f) GDPR).

### **How long?**

- if you do not submit a review—for 5 months from your purchase or until we uphold your objection to processing;
- if you do submit a review—until it is deleted or until we uphold your objection to processing\*.  
In addition, your data will be processed until the expiry of the period during which claims may be pursued—by you or by us (more information in the last table of this

section).

### **What happens if you do not provide the data?**

We will not take your opinion on our services into account in our further development work.

\* depending on which applies in a given case

## **3. Creating an account in the Store**

### **For what purpose?**

Performance of the contract for the provision of the Store account service.

### **On what legal basis?**

Contract for the provision of services (Article 6(1)(b) GDPR).

### **How long?**

For the duration of the above-mentioned contract.

In addition, your data will be processed until the expiry of the period during which claims may be pursued—by you or by us (more information in the last table of this section).

### **What happens if you do not provide the data?**

You will not be able to create an account or use its functions, such as browsing order history or checking order status.

## **4. Contacting us (e.g., to ask a question)**

### **For what purpose?**

Handling your inquiries or requests.

### **On what legal basis?**

- contract or actions taken at your request with a view to concluding it (Article 6(1)(b) GDPR)—where your inquiry or request concerns a contract to which we are or may become a party;
- our legitimate interest consisting in processing your data in order to communicate with you (Article 6(1)(f) GDPR)—where your inquiry or request is not related to a contract.

### **How long?**

- for the duration of the contract binding us or—if the contract is not concluded—until the expiry of the period for pursuing claims—see the last table of this section\*;
- until the expiry of the period for pursuing claims—see the last table of this section—or until we uphold your objection to processing\*.  
In addition, your data will be processed until the expiry of the period during which claims may be pursued—by you or by us (more information in the last table of this

section).

#### **What happens if you do not provide the data?**

We will not be able to respond to your inquiry or request.

\* depending on which applies in a given case

### **5. Browser settings or similar action allowing marketing activities**

#### **For what purpose?**

Direct marketing by displaying personalized advertisements (read more in the “Profiling” and “Cookies” sections of the Privacy Policy).

#### **On what legal basis?**

Our legitimate interest consisting in processing data for the above purpose (Article 6(1)(f) GDPR).

#### **How long?**

Until the expiry or deletion by you of cookies used for marketing purposes\*.

#### **What happens if you do not provide the data?**

You will not receive suggestions of products or services that may interest you.

\* depending on which applies in a given case

### **6. Browser settings or similar action allowing analytical activities**

#### **For what purpose?**

Analyzing how you use and navigate the Store’s website in order to improve its functionality (read more in the “Analytical Activities” and “Cookies” sections of the Privacy Policy).

#### **On what legal basis?**

Our legitimate interest consisting in processing data for the above purpose (Article 6(1)(f) GDPR).

#### **How long?**

Until the expiry or deletion by you of cookies used for analytical purposes\*.

#### **What happens if you do not provide the data?**

We will not take into account the way you use and navigate the Store’s website in our development work.

\* depending on which applies in a given case

#### **On what legal basis?**

Our legitimate interest consisting in processing data for the above purpose (Article 6(1)(f) GDPR).

**How long?**

Until the expiry or deletion by you of cookies used for analytical purposes\*.

**What happens if you do not provide the data?**

We will not take into account the way you use and navigate the Store's website in our development work.

\* depending on which applies in a given case

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**7. Granting your consent to receive marketing content from us (e.g. information about special offers)****For what purpose?**

- sending marketing information, especially special offers,
- analyzing the effectiveness of messages sent by us in order to determine general rules for effective communication in our business (read more in the "Analytical Activities" section of the Privacy Policy).

**On what legal basis?**

- your consent to our marketing activities (Article 6(1)(a) GDPR),
- our legitimate interest consisting in processing data for the above purpose (Article 6(1)(f) GDPR).

**How long?**

- until you withdraw your consent – remember, you can withdraw your consent at any time. Processing of data before the withdrawal remains lawful;
- until we uphold your objection to the processing.  
In addition, your data will be processed until the expiry of the period during which claims may be pursued – by you or by us (more information in the last table of this section).

**What happens if you do not provide the data?**

You will not receive our marketing materials, including information about our special offers.

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**8. Conclusion of an agreement for the provision of a free newsletter and a bonus in the form of digital content**

### **For what purpose?**

- performance of the agreement for the provision of a free newsletter and a bonus in the form of digital content,
- analysis of the effectiveness of messages sent by us in order to determine general rules for effective communication and offering of free content in our business (read more in the “Analytical Activities” section of the Privacy Policy).

### **On what legal basis?**

- contract for the provision of a free newsletter and bonus in the form of digital content (Article 6(1)(b) GDPR),
- our legitimate interest consisting in processing data for the above purpose (Article 6(1)(f) GDPR).

### **How long?**

- for the duration of the above-mentioned agreement,
- until we uphold your objection to the processing.  
In addition, your data will be processed until the expiry of the period during which claims may be pursued – by you or by us (more information in the last table of this section).

### **What happens if you do not provide the data?**

You will not receive information about the Store and our services; you will also not receive the bonus in the form of free digital content.

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## **9. Taking an action or omission that may give rise to claims related to the Store or our services**

### **For what purpose?**

Establishing, pursuing, or defending potential claims related to the concluded contract or provided services.

### **On what legal basis?**

Our legitimate interest consisting in processing personal data for the above purpose (Article 6(1)(f) GDPR).

### **How long?**

Until the expiry of the limitation period for claims or until we uphold your objection to the processing\*.

### **What happens if you do not provide the data?**

It will not be possible to establish, pursue, or defend claims.

\* depending on which applies in a given case

## **PUBLISHING DATA**

If you decide to post a comment, its content and your signature will be visible to other users of the Store.

We do not disclose your e-mail address to other users – unless you choose to do so yourself.

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## **PROFILING**

Within the Store, we conduct profiling – this will apply to you if you allow such actions.

Profiling consists of the automatic assessment of what products or services you may be interested in, using information about the content you view. As a result, advertisements for products or services displayed within the online services you use will be better tailored to you and your needs.

The profiling we carry out does not result in decisions producing legal effects concerning you or significantly affecting you in a similar way.

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## **ANALYTICAL ACTIVITIES**

Within the Store's website, we carry out analytical activities aimed at increasing its intuitiveness and accessibility – this will apply to you if you allow such actions.

As part of the analysis, we will take into account how you navigate the Store – for example, how much time you spend on a given subpage, or where you click. Thanks to this, when developing the Store, we will be able to optimize its layout, appearance, and the content placed in it in order to improve its functionality.

In addition, if you consent to receiving marketing messages or a newsletter, as well as a bonus in the form of free digital content, we may analyze the effectiveness of our mailings. For example, we may check whether and how they influenced activity in our Store. Such actions will help us determine general rules for sending such messages and offering free bonuses in our business – e.g., regarding optimal sending times or the formulation of effective content.

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## **DATA SECURITY**

When processing your personal data, we apply organizational and technical measures in accordance with applicable legal provisions, including encrypting the connection using an SSL/TLS certificate.

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## **COOKIES**

Our Store, like most websites, uses so-called cookies. These files:

- are stored in the memory of your device (computer, phone, etc.);
- do not cause changes in your device's settings.

In this Store, cookies are used for the purposes of:

- remembering your session,
- statistical purposes,
- marketing purposes,
- enabling Store functions.

To learn how to manage cookies, including how to disable them in your browser, you can use your browser's help file. You can access this information by pressing the F1 key in your browser. In addition, relevant instructions can be found on the following subpages, depending on the browser you use:

- Google Chrome
- Opera
- Safari
- Mozilla Firefox
- Microsoft Edge

Cookies will not be processed by us for longer than 10 years from your last visit to the Store.

Using the appropriate options of your browser, you can at any time:

- delete cookies,

- block the use of cookies in the future.

In such cases, we will no longer process them.

## **EXTERNAL SERVICES / DATA RECIPIENTS**

We use the services of external entities that support us in running our business. We entrust them with the processing of your data – these entities process the data solely on the basis of our documented instructions.

Below you will find a list of recipients of your data:

<b>ACTIVITY</b>	<b>DATA RECIPIENT</b>	<b>DATA TRANSFER OUTSIDE THE EUROPEAN UNION</b>
Any activity related to the Store	Hosting provider	No
Any activity related to the Store	Entity providing us with technical/IT support	No
Any activity related to the Store	Provider of sales management software	No
Visiting the Store's website with settings allowing marketing activities	Entity providing marketing services	No
Visiting the Store's website with settings allowing analytical activities	Entity enabling analytical activities on the website	No
Placing an order in the Store	Payment provider	No

Placing an order in the Store	Entity delivering the product to you	No
Running our business (e.g. accounting software)	Provider of software facilitating business operations	No
Running our business (e.g. office software, including e-mail inbox)	Provider of standard office software (including e-mail inbox)	No
Running our business	Accounting office	No
Subscribing to the newsletter or consenting to receive marketing messages	Entity providing newsletter or marketing message delivery	No
Participating in a satisfaction survey of our services or products	Entities enabling posting and comparing reviews of the Store or products	No
Contacting us (e.g. asking a question)	Provider of standard office software (including e-mail inbox)	No

In addition:

Relevant public authorities, to the extent that we are obliged to provide them with data.