

COOKIES AND PRIVACY POLICY

I PURPOSE OF THE DOCUMENT

This document provides details on the collection, processing and utilization of personal data of Users of Polsat Media AdFlow online platform (hereinafter referred to as "Platform").

II DATA ADMINISTRATOR

1. The personal data provided by the Platform Users is administered by Polsat Media Biuro Reklamy Spółka z ograniczoną odpowiedzialnością sp. k. (hereinafter referred to as "Polsat Media") seated in Warsaw, Ostrobramska 77, entered into the Register of Entrepreneurs maintained by the District Court in Warsaw, XIII Business Department of the National Court Register under the number KRS 00000467579, and Tax Identification Number NIP 113-21-73-100.
2. The Administrator processes personal data in accordance with the permissions granted by the user and in line with existing national laws, including *the Personal Data Protection Act of the 29th of August 1997 (Journal of Laws of 2014, item 1182, as amended)* and *the Electronic Services Act of 18 July 2002 (Journal of Laws of 2013, item 1422, as amended)*.

III COLLECTION AND PROCESSING OF DATA

1. Personal data will be processed by the Administrator only for the purpose of providing services available on the Platform and establishing contact with Users in order to provide the abovementioned services. The Administrator shall not process, share or use the personal data provided by the Platform Users for marketing purposes.
2. In the course of registration process, the Administrator will advise the User on the personal data indicated in the registration form necessary to obtain full access to the content and services offered via the Platform and indicate the additional data not affecting the registration process. Every User of the Platform has a full access to his or her personal data for the purpose of verifying it, modifying it or demanding its deletion.
3. During a visit on the Platform, data related to the User's interaction with the Platform as well as the content and services available, such as the device and login data, IP address, domain name, browser type, operating system (access logs), are collected automatically. The data obtained in this manner are used for administrative purposes while employing statistical analyses of the Users' interaction with the Platform conducted with a view to improving the Platform. Pursuant to provisions of *Article 18, section 6 of the Act of 18 July 2002 on provision of services by electronic means* and other applicable legislation, Polsat Media may be obliged to make personal data indicated by the Users during the registration process on the Platform accessible for the state authorities, and in case of unregistered persons – to provide an IP number contained in the access logs.
4. The information provided by the Platform Users is processed and stored using adequate safety measures, pursuant to the legal regulations in force on the territory of the Republic of Poland. Polsat Media secures personal data of the Users from unauthorised access, use or disclosure. The data are

processed within a controlled environment whilst maintaining high standards of data protection. At the same time, Polsat Media advises the Users not to share registration data with third parties and to use option “log out” at the end of each online session on the Platform.

IV ACCESS TO PERSONAL DATA

Polsat Media guarantees to the Users which provide their personal data a right to view, modify and remove the data contained. In the circumstance that a possibility to perform the activities directly by the User is not provided, the action may be facilitated by reporting it to the Administrator via an e-mail address given in section VII.

V COOKIES POLICY

1. Cookies are small text files that are sent from website servers and applications and are stored in the browser cache and other technological solutions on personal computers. Cookies allow high quality service provision in the applied business model and improve the use of the service. The files recognize an Internet user on his or her next visit or in a single visit in order to enhance some of the functions, e.g. those related to logging in/out, or to provide personalised information. The cookie files used on the Platform are safe files and do not have adverse impact on the terminal equipment. Data stored in cookie files contains only information which the website or application concerned saves and to which has an access. Therefore, there is no information such as external data concerning other websites or application.
2. The cookies used on websites can be managed via the browser. The changes in settings do not affect cookie files already stored on a computer. The files can be deleted via the browser’s settings. Internet users can manage the cookie files being used. However, rejecting cookies may affect the access by limitation or no access to services offered on the Platform.
3. The cookie files connected with the Platform usage are divided into session cookies and persistent cookies.
4. Session cookies are necessary cookie files which enable the website or the application exploration and the use of its basic functions. The files are used in the course of a single session. They are used to identify the User as a logged in user and to guarantee the connection with an adequate service during any process modifications implemented.
5. Persistent cookies provide specific functions not only in the course of a single session but also during the whole period of file storage on the computer. The files are related to performance and functionality of the service. By using performance cookies, data on website usage are collected, including visited subpages as well as possible errors. Functional cookies facilitate the provision of services and allow the website to remember settings intended to facilitate the use of the service. Persistent cookies do not store any data which could disclose the user’s identity: they are processed as anonymous data and are intended only to improve the functioning of the website or application and to determine interests of the visitors. The information shared in this connection is used only to provide the content and services available via the Platform and is not used for other purposes.

VI CHANGES IN THE PRIVACY AND COOKIES POLICY

In the Platform's footer the Administrator undertakes to maintain the contents of the Privacy and Cookies Policy updated.

VII CONTACT

1. Questions and comments on the Privacy Policy and adherence to its principles should be sent by email to: reklama@polsatmedia.pl or in writing to the address: Polsat Media Biuro Reklamy Spółka z ograniczoną odpowiedzialnością sp. k., ul. Ostrobramsk.[pl](http://polsatmedia.pl).