

PRIVACY AND COOKIES POLICY

I PURPOSE OF THE DOCUMENT

This document provides details on the collection, processing and utilization of personal data of User 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 Spółka z ograniczoną odpowiedzialnością (formerly: Polsat Media Biuro Reklamy Sp. z o.o. Sp. k.)** (hereinafter referred to as „Polsat Media”) with registered seat in Warsaw, ul. Ostrobramska 77, 04-175 Warsaw, registered in the District Court of the capital city of Warsaw XIV Commercial Department of the National Court Register under the National Court Register, No. KRS: **0001009872, Tax Identification Number NIP : 113-21-73-100.**
2. In Polsat Media a data protection officer has been appointed - contact: daneosobowe@polsatmedia.pl
3. User’s personal data is processed on the basis on art. 6 sec. 1 lit. b 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) („GDPR”), art. 6 sec. 1 lit. f GDPR and principles of national law on the protection of the personal data.

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 will indicate which personal data are additional and do not affect the suspension of the registration process. Each Platform User has full access to his personal data for the purpose of verification, modification or removal request.
3. During the User’s visit on the Platform, data on Users interaction with the Platform and the content and services available on it, such as: device and login information, IP address, user names, user types, system type (access operations) are automatically collected. The data obtained this way is used for purposes of Platform administration and for statistical interaction analyses of Users interaction with the Platform. According to legal provisions of art. 18 sec. 6 of the Arc on electronic services of 18 July 2002 and other applicable legal regulations, Polsat Media may be obliged to provide to the state agencies the Users data, provided during the registration on the Platform, and in case of not logged persons – to provide IP number contained in access logs.

4. The information provided by Platform Users is processed and stored with the use of appropriate security measures in accordance with the requirements of the law in force in the territory of Poland. Polsat Media secures Users data against unauthorized access, use or disclosure. The data is processed in controlled environment while taking precautions. At the same time, Polsat Media points out that Users should not provide data to third parties and to use „log out” button after the end of using the content and services available on the Platform.
5. The User’s personal data will be stored for a period of 365 days.

IV ACCESS TO PERSONAL DATA

1. The User has a right to request from Polsat Media access to his personal data, rectification, deletion or limitation of processing. The User has a right to object to the processing of the personal data and to transfer the personal data.
2. The User has a right to lodge a complaint with the supervisory body competent for the protection of the personal data i.e. President of the Personal Data Protection Office.
3. A condition for using the Polsat Media services and establish contact with User is to provide User’s personal data.

V COOKIES POLICY

1. Cookies are small text files that are sent from website 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 od in a single visit in order to enhance some e.g. the functions, e.g. those related to logging in/out, or to provide personalized 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 manager 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 cookies 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 of 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 use 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 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

Questions and comments on the Privacy Policy and adherence to its principles should be sent by e-mail to: [**daneosobowe@polsatmedia.pl**](mailto:daneosobowe@polsatmedia.pl) or in writing to the address: **Polsat Media Spółka z ograniczoną odpowiedzialnością (formerly: Polsat Media Biuro Reklamy Sp. z o.o. Sp. k.), ul. Ostrobramska 77, 04-175 Warszawa.**