

## PRIVACY POLICY

This Policy provides essential information about the purposes, methods of processing, and security of your personal data as a user of the website: [www.dorotaliwacz.com](http://www.dorotaliwacz.com) (hereinafter referred to as the "Site"). By reviewing this Privacy Policy, you will learn who is the data controller of your personal data, what personal data is collected by the Site, for what purposes it is used, and how it is protected.

### §1. Basic Information

The data controller of your personal data is: Dorota Liwacz, an entrepreneur registered in the Central Register and Information on Economic Activity under the name: Dorota Liwacz, with its registered office in Gliwice (44-121), Czwartaków 4/32, NIP: 6312725408.

You can contact the Administrator via:

- Email: [dorota@dorotaliwacz.com](mailto:dorota@dorotaliwacz.com)
- Phone: 530850292

### §2. Data Processing Principles

The Administrator processes personal data in compliance with the following principles:

- Based on a legal basis and in accordance with the law (legality);
- Fairly and transparently (fairness);
- In a transparent manner for the data subject (transparency);
- For specific purposes and not "just in case" (purpose limitation);
- No more than necessary (data minimization);
- With due care to ensure data accuracy (accuracy);
- No longer than necessary (storage limitation);
- Ensuring appropriate data security (security).

### §3. Purposes, Legal Grounds, and Scope of Data Processing

We process your data for the following purposes:

- **Contact purposes**, to respond to your message sent via email, contact form, Social Media, or telephone, based on the legitimate interest of the Administrator related to the need to provide a response;
- **Marketing purposes**, solely based on your consent;
- **Informational purposes**, to provide you with important information about the services you use via our Site;
- **Social media profile purposes**, related to the management of our business profile on social media platforms (e.g., Facebook, Instagram), in accordance with the rules set by the owners of the respective platform, to inform you about our products, promotions, and other updates, which we consider to be our legitimate interest;
- **Technical purposes** using cookies (technical cookies), based on the legitimate interest of the Administrator to ensure the correct functioning of the Site;
- **Statistical and analytical purposes**, if you have consented to the use of cookies for analytical purposes (analytical cookies);
- **Marketing purposes**, if you have consented to the use of cookies for marketing purposes (marketing cookies);

- **Archiving phone numbers, messages, and emails**, based on the legitimate interest of the Administrator to protect against claims;
- **Analysis of anonymous information**, which includes data collected via our Site, such as browser information, operating system, device, time spent on the site, page transitions, link clicks, approximate location, age range, gender. These anonymized data are collected via advertising and analytical systems of our partners and are used for marketing, statistical, and analytical purposes.

We process your data in the following scope:

- If you send us a message via email, form, social media, or phone, we will process the data contained in that message. Providing us with such data is voluntary, and you can request its deletion at any time.
- If you like a post, leave a comment, write, react, or otherwise engage with our social media profile (e.g., Facebook, Instagram), we will process the data you provide on that platform and have access to. To stop processing, you can unsubscribe from our profile.
- We also process other data, such as IP addresses and cookies. You decide to what extent we may use cookies with your data. Providing such data is voluntary, and you can change your preferences at any time. This can be done in your browser settings or by deleting cookies stored by our Site.
- Use of API (application programming interfaces) provided by external partners to integrate various functionalities, such as maps, analytics, advertising, or social media. Using these APIs may result in the creation of additional cookies or the use of existing cookies for user data processing. External partners may store and process these data according to their own privacy policies.

#### **§4. No Automated Profiling on the Site**

We do not use automated profiling on the Site to create marketing campaigns based on user activity, which would allow us to target specific advertisements to specific users.

Although we use advertising systems from our partners (Facebook, Google), the information and data they collect about your activity on the Site, which we may use to create marketing campaigns, is not automated profiling because we cannot make decisions about you as a specific user (e.g., showing you a specific advertisement). We can only create campaigns for user groups based on general statistical data provided by our partners. We are not able to target specific users with selected advertisements based on activity data.

You can find more information about how our partners perform user profiling and create audience segments in their privacy policies below.

#### **§5. Data Recipients and Intent to Transfer Data to Non-EU Countries or International Organizations**

Depending on the purpose of processing your data, recipients of your personal data may include:

- Public authorities and other public institutions, to the extent that data transfer obligations arise from applicable laws in Poland, for legal obligations such as pursuing legal claims, fulfilling tax obligations, and other proceedings governed by the relevant laws;

- The software provider for the Site (hosting, server, domain);
- The entity responsible for the technical maintenance of the Site;
- The entity handling the marketing of the Site and its Social Media channels;
- The software provider for storing data and documents in the cloud;
- The software provider for managing cookies and the scope of data processing;
- If you have consented to marketing cookies, your data stored in cookies will be transferred to our advertising partners (Facebook, Google);
- If you have consented to analytical cookies, your data stored in cookies will be processed by the entity providing traffic analytics software for our Site (e.g., Google Analytics).

Your data is not transferred to countries outside the European Economic Area (EEA) or international organizations, except in the cases of processing data by the entities:

- **Google Inc.** based in the USA for traffic analysis on the site using Google Analytics, and for providing additional features (such as Google Maps, Google Search Console) related to the proper functioning of the Site and search results. See how Google processes and protects your data. This browser extension allows you to manage the scope and level of data access collected by Google Analytics;
- **Google Inc.** for advertising and measuring its effectiveness using Google Ads. See how Google processes and protects your data;
- **Facebook Inc.** based in the USA for account management and access to data on social media platforms (Facebook, Instagram), advertising, and measuring its effectiveness through the Facebook pixel installation and Conversion API. See how Facebook processes and protects your data;
- **Google Inc.** for virtual disk software used to store company documentation (customer service process documentation and GDPR documentation). See how Google protects your data;
- **Google Inc.** for handling embedded YouTube videos on the Site. Google collects data about your preferences and viewing activity, which may affect the displayed ads and the content of your playlists. See how YouTube handles the privacy of your data.

## §6. Data Retention Period

We cannot specify a single period for processing your data.

If you have provided us with your data in a message sent via email, phone, form, or social media, we will process it until you request its deletion or object to its processing, but also in cases where we deem we have fulfilled the legitimate interest of the Administrator.

## §7. Users' Rights

In connection with the processing of your data, you are entitled to the following rights:

- Access to your data, as well as the right to rectify, delete, or restrict processing;
  - The right to data portability;
  - The right to object to data processing;
  - The right to withdraw consent to data processing at any time and in any form, unless the data processing is necessary for the performance of a contract, the fulfillment of legal obligations, or the pursuit of legitimate interests of the Administrator.
- You also have the right to file a complaint with the President of the Personal Data

Protection Office (at the address: Personal Data Protection Office, Stawki 2, 00-193 Warsaw).

For more information on personal data protection, visit the website of the Personal Data Protection Office: [www.uodo.gov.pl](http://www.uodo.gov.pl)

## §8. Cookie Information

We use cookies on our website.

We have installed a plugin on the website that allows you to manage the scope of personal data processing via cookies on your own. This plugin complies with the latest requirements of Consent Mode v2, ensuring a high level of personalization and privacy protection. The plugin author is a certified Google partner, which confirms the use of best practices and standards in managing user data and cookies. With this functionality, you can easily and intuitively adjust data processing settings to your preferences.

Cookies are small text files stored on users' devices while browsing the website. They are used to facilitate the use of our website, improve service quality, and enable the analysis of user traffic and behavior.

Cookies can be either permanent or temporary (session). Permanent cookies are stored on the user's device for a specified period or until deleted by the user. Temporary cookies are deleted when the browser is closed.

We use both first-party and 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, as well as for integration with social media.

Users have the right to control and limit how cookies are used on our site. Most web browsers allow you to manage cookies, including blocking, restricting, or deleting them.

Detailed information on managing cookies can be found in the browser settings.

Please note that disabling or limiting cookies may affect the functionality of the website and the quality of the services provided.

We use different types of cookies to better adapt to the needs of users and provide an optimal website experience.

- **Technical Cookies:** These are essential for the proper functioning of the website. They maintain the user session, handle forms, remember preferences, and ensure website security.
- **Marketing Cookies:** These allow for personalized advertisements and remarketing actions tailored to users' interests and preferences. They also measure the effectiveness of advertising campaigns and optimize advertising content.
- **Analytical Cookies:** These are used to collect information about how users interact with the website, such as the number of visits, pages visited, time spent on the site, or the source of traffic. The collected data helps in analyzing and optimizing the website, improving its functionality, and tailoring content to users' needs.

## §9. Why Do We Use Cookies?

- **Comfort of Use:** Cookies can significantly improve the comfort of using the website.
- **Content Personalization:** Cookies enable the customization of displayed content to the user's preferences and interests, making the site more attractive and useful.

- **Remembering Settings:** Thanks to cookies, the site can remember the user's chosen settings, such as language, layout, or color scheme, allowing for faster and more convenient use of the service.
- **Login:** Cookies allow the storage of login information, making it easier to navigate between different sections of the website without needing to log in repeatedly.
- **Session Maintenance:** Cookies help track the user's activity across various subpages, allowing easy return to previously visited sections or the continuation of incomplete actions, such as filling out forms.
- **Performance Optimization:** Cookies can be used to analyze traffic and user behavior, helping to optimize website performance and deliver high-quality content.
- **Advertisements:** Cookies enable the display of personalized ads tailored to users' interests and needs. This makes the ads less intrusive and more relevant.
- **Integration with Social Media:** Cookies facilitate integration with social media platforms like Facebook, Twitter, or Instagram, enabling easy sharing of content and the use of additional features like commenting or liking.

## §10. Functions of Technical Cookies

- **Maintaining User Session:** Technical cookies enable the maintenance of the user session while navigating the website, allowing users to move between different sections without the need to log in or re-enter information.
- **Remembering User Preferences:** Technical cookies allow the website to store information about users' preferences, such as selected language, font size, color settings, or other personalization options.
- **Form Handling:** Technical cookies support the functioning of forms on the site, such as login, registration, or contact forms, ensuring proper data processing entered by users.
- **Optimizing Website Performance:** The use of technical cookies enables monitoring the website's performance and the loading speed of individual elements, helping to optimize and improve the quality of the services provided.
- **Security:** Technical cookies help ensure the security of the website and its users, for example, by verifying user identities, detecting attempts to hack the site, or protecting against CSRF (Cross-Site Request Forgery) attacks.

## §11. Functions of Analytical Cookies

- **Measuring Website Traffic:** Analytical cookies allow the monitoring of visit numbers, unique users, and page views, providing an overall picture of the website's popularity and performance.
- **User Behavior Analysis:** Analytical cookies gather information about how users navigate the site, such as time spent on specific pages, navigation paths, and exit points.
- **Conversion Optimization:** Analytical cookies help identify elements of the website that affect the effectiveness of achieving business goals, such as registration, placing an order, or completing a contact form.
- **User Segmentation:** The use of analytical cookies enables the grouping of users according to various criteria, allowing for better customization of content and offerings to the needs of specific segments.

- **A/B Testing:** Analytical cookies are used for conducting A/B tests, which involve comparing two versions of the website to see which one better meets the set goals. These tests help optimize the website's appearance, functionality, and content.

## §12. Functions of Marketing Cookies

- **Personalized Ads:** Marketing cookies allow for displaying ads tailored to users' interests, preferences, and browsing history, making them more attractive and effective.
- **Remarketing:** Marketing cookies track users who have visited the website but did not complete a purchase or other action, and serve them ads to encourage them to return and finalize the transaction.
- **Measuring Ad Effectiveness:** Marketing cookies help track the performance of advertising campaigns, such as the number of clicks, conversions, or impressions, enabling optimization of the marketing strategy.
- **Managing Ads Across Multiple Channels:** Marketing cookies facilitate the coordination and integration of advertising activities across different channels, such as search engines, social media, or partner websites.
- **Testing and Optimizing Ad Content:** Marketing cookies are used for A/B testing and other analytical methods to evaluate which messages, formats, or ad creatives are most effective and engaging for users.