

Privacy policy

Here are detailed information regarding the processing of your personal data:

DEFINITIONS AND ABBREVIATIONS USED IN THE POLICY

1. **Administrator** – The Administrator of personal data is BIURFOL Sp. z o.o., with its registered office in Toruń, at 149 Chrobrego Street, 87-100 Toruń, Tax Identification Number (NIP): 8792584095.
2. **Personal data** – any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, identification number, location data, online identifier, or one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person.
3. **Policy** – this privacy policy.
4. **GDPR** – 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.
5. **Service** – the websites operated by the Administrator at the address: <https://www.biurfol.pl/>, <https://okladki.biurfol.pl/>, <https://foto.biurfol.pl/> and <https://b2b.biurfol.pl/>.
6. **User** – refers to any natural person visiting the Administrator's Service or using one or more of the services described in this privacy policy. A user is also understood as a natural person who sends correspondence to the Administrator via email or through the contact form available on the Service.

HOW CAN YOU CONTACT US REGARDING PERSONAL DATA PROCESSING MATTERS?

Contact with the Administrator regarding your personal data can be made via email at: marketing@biurfol.pl or by mail at the correspondence address: 149 Chrobrego Street, 87-100 Toruń.

FOR WHAT PURPOSES AND ON WHAT LEGAL BASIS ARE PERSONAL DATA PROCESSED?

1. In the context of using the Service

The Administrator's Service consists of two parts: an external part accessible to everyone and an internal part. Access to the internal Service is possible only after providing pre-established authentication data. Visiting the external Service does not require the submission of personal data. However, in order to ensure service quality and analyze visit statistics, servers automatically record information such as IP address, browser type and version, date, time of access to the Service, and session duration. Although this information does not directly identify the User, it can be used for analysis and optimization of the Service's performance. It may also be utilized for security purposes, if necessary, to clarify any incidents. This information is stored only for a limited time and is subsequently deleted.

Below are the detailed purposes of personal data processing:

- **Providing electronic services** by making publicly available content collected in the Service accessible to Users – in this case, the legal basis for processing is the necessity of processing for the performance of a contract (Article 6(1)(b) of the GDPR);
- **Ensuring the security of the Service** against unwanted actions that could threaten its proper functioning and the security of transmitted data, which constitutes a legitimate interest of the Administrator. Such actions aim to ensure the Service's resilience against accidental or unlawful actions that may compromise its security (Article 6(1)(f) of the GDPR);
- **Establishing and pursuing claims or defending against claims.** The legal basis for such processing is the legitimate interest of the Administrator, consisting of the protection of its rights (Article 6(1)(f) of the GDPR).

2. In the context of conducting electronic correspondence

If you contact the Administrator via email or through the contact form available on the Service, the personal data included in the correspondence will be processed to enable email communication with the Administrator and to facilitate contact with the recipients, as well as to document agreements made with clients, contractors, and other individuals. The legal basis for processing the data is the legitimate interest of the Administrator in managing correspondence directed to it in connection with its activities (Article 6(1)(f) of the GDPR).

The Administrator also declares that it processes only the personal data relevant to the matter at hand regarding the correspondence. All correspondence is stored in a manner that ensures the security of the personal data contained therein.

Providing the data necessary for conducting electronic correspondence is voluntary; however, without this information, the Administrator will not be able to handle the correspondence related to the subject matter you are inquiring about.

3. In the context of conducting a newsletter

In our Service, you can subscribe to the newsletter by providing your email address. The provided email address will be used solely for the purpose of sending the newsletter. If you do not provide your contact details, the Administrator will not be able to send the newsletter. The legal basis for processing for the aforementioned purpose is the consent given by the User (Article 6(1)(a) of the GDPR).

Withdrawal of consent for the Newsletter

Users can unsubscribe from the newsletter at any time by clicking the appropriate link included at the end of each message or by sending an email to: marketing@biurfol.pl.

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

You have the right to:

- **Request access** to your data, as well as to receive a copy of it;
- **Request rectification** (correction) of your data, as well as the completion of incomplete personal data;
- **Request deletion** of your data;
- **Request restriction of processing** – for example, if you notice that your data is inaccurate, you can request a restriction on its processing for a period that allows us to verify the accuracy of that data;
- **Request the transfer of your personal data;**

- **Object to the processing** of your data if the processing is based on the legitimate interests of the Administrator;
- **Lodge a complaint** with the President of the Personal Data Protection Office if you believe that there has been a violation of the law in the processing of your personal data;
- **Withdraw your consent** at any time without affecting the lawfulness of processing based on consent before its withdrawal if the data is collected based on consent.

You can submit a request to exercise your rights by writing to the email address: marketing@biurfol.pl. The request should include information that allows for unambiguous identification.

The scope of each of these rights and the situations in which they can be exercised arise from legal provisions. The applicability of each right will depend, for example, on the legal basis on which the Administrator is processing your personal data.

HOW LONG DO WE PROCESS PERSONAL DATA?

The period for processing personal data is determined based on the purpose of processing and the applicable legal basis:

- **Personal data processed for the necessity of performing a contract** is processed for as long as necessary to fulfill the contract, and thereafter for a period corresponding to the statute of limitations for claims;
- **If we process your data based on the consent given**, the data will be processed until that consent is withdrawn or the purpose of processing ceases to exist;
- **If personal data is processed based on legitimate interest**, the processing period lasts until such interest ceases or until you submit an effective objection.

KOMU TO WHOM DO WE DISCLOSE PERSONAL DATA?

Your personal data may be disclosed to:

- **Authorities or entities authorized under separate regulations;**
- **Entities providing technical and administrative support for the Administrator's activities**, such as software, email, and hosting providers.

WILL WE TRANSFER PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA?

The Administrator generally does not transfer personal data outside the EEA. However, it may occur that your personal data, to a limited extent, will be transferred outside the European Economic Area to Microsoft as part of using the Office 365 suite. To safeguard your personal data, Microsoft employs various security measures, including data encryption and pseudonymization, which involves replacing identifying data with other information, thus preventing your identification. This helps protect your privacy.

Additionally, Microsoft participates in the Data Privacy Framework program. This means that it meets specific standards and data protection measures approved by the European Commission. As a result, your data is further secured during its transfer outside the EEA.

INFORMATION ABOUT COOKIES

The Service uses its own and third-party cookies for the following purposes:

Essential Cookies:

- To ensure the proper functioning of the Service.

Optional Cookies:

- For convenient use, including remembering User preferences (functional/preference cookies).
- To monitor website traffic, analyze user behavior, evaluate the effectiveness of the website for business purposes, optimize the site, and prepare reports and analyses (analytical/statistical cookies) using solutions such as Google Analytics. Information obtained through cookies pertains to how you use our website and does not allow for the identification of individuals, as it employs an extension that ensures anonymous recording of IP addresses.
- To promote our website on social media platforms like Facebook, Instagram (Meta), and LinkedIn.
- For advertising our website online (marketing cookies) using tools provided by Google, Meta, including Google Ads, Google Tag, and Meta Ads. Additional information can be found in the Privacy Policy (Google) and [Data Policies](#) (Meta). If you wish to opt out of Google cookies, click on the link to [Google's Ads Settings](#).
- To personalize content and ads, offer social features, and analyze traffic on our site. We share information about how you use our site with our social media, advertising, and analytics partners (Google, Meta). Partners may combine this information with other data obtained from you or acquired while using their services.
- The use of this category of cookies is based on your consent.

You can withdraw your consent at any time and stop the installation and collection of data via cookies. Withdrawing consent does not affect the legality of processing carried out based on consent before its withdrawal.

Users can manage their consent to store optional cookies on their device by appropriately configuring their web browser. Detailed information can be found using the Help feature in your browser or by visiting <http://www.allaboutcookies.org>, where step-by-step instructions are provided on how to control and delete cookies in most browsers.

Consent is not required only for cookies that are essential for providing the telecommunications service (data transmission to display content).

To protect the contact forms on the site from attacks aimed at automatically completing and sending forms through bots, we have implemented reCAPTCHA.

Personal Data vs. Cookies

The information obtained through cookies and operational data may constitute personal data under GDPR in certain exceptional situations. If the information mentioned above is classified as personal data, our company, BIURFOL, will be the Administrator of that data. Even in cases of uncertainty about whether a specific category of information constitutes personal data, the Administrator implements mechanisms to protect that information as personal data.

In the situation described above, we will process information about individuals visiting the Service collected through cookies and other similar technologies to ensure the proper functioning of the website based on the legitimate interest of the Administrator (Article 6(1)(f) GDPR).

However, if consent is granted for the installation of "optional" cookies (analytical/statistical cookies, e.g., provided by Google Analytics / marketing cookies, e.g., provided by Google Ads), the information collected in this way will be used to study the preferences of individuals using our service and to prepare appropriate marketing activities. In this case, the basis for data processing is Article 173(2) of the

Telecommunications Law (Journal of Laws of 2004 No. 171, item 1800) in connection with Article 6(1)(a) GDPR.

CHANGES TO THE PRIVACY POLICY

The Privacy Policy is regularly reviewed and updated as necessary.

The current version of the policy is effective from October 11, 2024.