

Privacy Policy for the Website www.bluexperience.pl

General Information

This document sets out the Privacy Policy for the website www.bluexperience.pl. The data controller (hereinafter referred to as the "Administrator") is Blu Experience Sp. z o.o., with its registered office at Długa 74/7, 31-146 Kraków, entered into the register of entrepreneurs of the National Court Register by the District Court for Kraków-Śródmieście in Kraków, 11th Economic Division of the KRS under number 0000495773, NIP: 9452177517, REGON: 123030655, with a share capital of 50,000.00 PLN.

Personal data collected by the Administrator are processed in accordance with the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, regarding the protection of individuals concerning the processing of personal data and the free movement of such data, repealing Directive 95/46/EC (General Data Protection Regulation) (OJ EU L 119, p. 1), hereinafter referred to as "GDPR."

The Administrator takes special care to protect the privacy and information entrusted to it. The Administrator carefully selects and applies appropriate technical, including programming and organizational, measures to protect processed data, especially ensuring that data is protected against unauthorized disclosure, loss, destruction, unauthorized modification, as well as against processing in violation of applicable laws.

The services on the Website are not intended for individuals under the age of 16. The data controller does not intend to collect data concerning individuals under 16 years of age.

Personal Data

The data controller can be contacted via:

- Registered letter sent to the address: Długa 74/7, 31-146 Kraków;
- Email: biuro@bluexperience.pl

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Purposes and Legal Bases for Processing Personal Data

The data controller processes your personal data for the following purposes and scope:

- To enable contact (legal basis: legitimate interest, i.e., the possibility of conducting business contacts, in accordance with Article 6(1)(f) of the GDPR) – when using the provided contact channels, including email and phone number;
- To establish, pursue, and enforce claims or defend against claims in court proceedings or before other enforcement bodies – for this purpose, we may process your personal data necessary to prove the existence of a claim or required by law, a court order, or another legal procedure.

Personalized Ads and Social Media Plugins

For full clarity of the actions we perform, we specifically highlight that the Administrator may use personal data to prepare and present you with personalized ads, including using tools and cookies from third parties, as described more fully in the Cookies Policy.

Categories of Personal Data

The data controller processes the following categories of relevant personal data:

- Contact data;
- Data concerning complaints, grievances, and requests;
- Marketing data.

Voluntary Provision of Personal Data

Providing the required personal data is voluntary and constitutes a condition for providing Services.

Data Processing Time

Personal data will be processed by us as the Administrator for the period necessary to carry out marketing activities and other services provided for the User. Personal data will be deleted in the following cases:

- When the person to whom the data relates requests their deletion or withdraws their consent;
- When the person to whom the data relates does not take action for over 10 years (inactive contact);
- After receiving information that the stored data is outdated or inaccurate.

Some data, including email address, name, and address, may be stored for an additional 3 years for evidence purposes, handling complaints, grievances, and claims related to the website. These data will not be used for marketing purposes.

Data related to logged-out Users will be stored for the duration of the "cookie" file life cycle or until the User deletes them from their device.

Your personal data regarding preferences, behaviors, and marketing content choices may be used as the basis for making automated decisions to determine sales opportunities.

Recipients of Personal Data

We provide your personal data to the following categories of recipients:

- Public authorities, e.g., the Prosecutor's Office, Police, Personal Data Protection Office, if requested.

Personal data may also be provided to other entities – suppliers of tools whose cookies we use. Information about these entities and the purposes of cookie use can be found in the Cookies Policy.

Personal data will generally not be transferred outside the European Economic Area (EEA). The data controller informs that data will not be transferred outside the EEA nor shared with international organizations, and any transfer to third parties will only occur if such a right or obligation arises from applicable laws.

Rights of the Person Whose Personal Data We Process

Under the GDPR, you have the right to:

- Access personal data (Article 15 of the GDPR) – you can obtain from the Administrator information whether your data is being processed and, if it is, you have the right to:
 - Access the data;
 - Obtain information about the purposes of processing, categories of personal data processed, recipients of the data, the planned retention period of your data, or the criteria for determining this period, your rights under the GDPR, and the right to file a complaint with a supervisory authority, the source of these data, automated decision-making, including profiling, and the safeguards used in connection with the transfer of these data outside the European Union;
 - Receive a copy of your personal data.
- Rectification of personal data (Article 16 of the GDPR) – if your personal data is incorrect, you can request that the Administrator immediately rectify it. You can also request the Administrator to complete the data.
- Deletion of personal data, the so-called "right to be forgotten" (Article 17 of the GDPR) – you can request this when:
 - Your personal data is no longer necessary for the purposes for which it was collected or otherwise processed;
 - You have withdrawn consent, to the extent that personal data was processed based on your consent;
 - Your personal data was processed unlawfully;
 - You have objected to the processing of your personal data for direct marketing purposes, including profiling, to the extent that the processing of personal data is related to direct marketing;
 - You have objected to the processing of your personal data in connection with processing necessary to carry out a task in the public interest or processing necessary for the purposes of legitimate interests pursued by the Administrator or a third party.
- Request for restriction of processing of personal data (Article 18 of the GDPR) – you can request this when:
 - You contest the accuracy of your personal data – the Administrator will limit the processing of your personal data for the time needed to verify the accuracy of that data;
 - The processing of your data is unlawful, and instead of deleting personal data, you request a restriction on the processing of your personal data;
 - Your personal data is no longer needed for the purposes of processing, but they are needed to establish, pursue, or defend legal claims;

- You have lodged an objection to the processing of your personal data – until it is determined whether the legitimate interests of the Administrator take precedence over the reasons for your objection.
- Objection to the processing of personal data (Article 21 of the GDPR) – you can raise an objection at any time to the processing of your personal data, including profiling, in connection with:
 - Processing necessary to carry out a task in the public interest or processing necessary for the purposes of legitimate interests pursued by the Administrator or a third party;
 - Processing for direct marketing purposes.
- Request for data portability (Article 20 of the GDPR) – you have the right to receive from the Administrator your personal data in a structured, commonly used, machine-readable format and transmit it to another data controller or request that the Administrator directly transfer your personal data to another controller (if technically possible).
- Withdrawal of consent for the processing of personal data – you can do this at any time. This will not affect the lawfulness of the processing based on your consent before its withdrawal.
- Complaints to the supervisory authority – if you believe that the processing of your personal data violates the GDPR, you have the right to file a complaint with the supervisory authority, particularly in the member state of your usual residence, workplace, or place of the alleged violation.

You can exercise all of your rights by contacting the Administrator using the contact details provided in this document. The Administrator will provide you with information on the actions taken regarding your request without undue delay – and in any case, within one month from the date of receiving the request. If necessary, the one-month deadline may be extended by an additional two months due to the complexity of the request or the number of requests. In any case, the Administrator will inform you about such an extension within one month from receiving the request, stating the reasons for the delay.