

PRIVACY POLICY

Data protection at Battery Energy Back Ltd. (hereinafter: "BEB") taken very seriously. We take due care to ensure that your personal data is processed in accordance with applicable Polish and European Union laws, including the Regulation of the European Parliament and of the Council (EU) of April 27, 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (hereinafter: "GDPR").

This document sets out the legal basis for processing and the ways in which we collect and use your personal data, as well as the actions we take regarding your personal data. This document is also intended to inform you of your rights in connection with our processing of your personal data. Battery Energy Back Sp. z o. o. uses your personal data for the purposes set out in this document or for any other purpose indicated each time you submit your personal data.

What is personal data security for us?

Battery Energy Back takes the security of the data we hold seriously. We have implemented policies and procedures for the processing of personal data, we conduct periodic data protection training, and we regularly review the security models we put in place for their adequacy for the security of the data we process.

Personal information - what does it mean?

Personal data means information about an identified or identifiable natural person (e.g.: name, organization name, email address, IP address).

What is personal data processing?

Processing is any activity or operation performed on your personal data (e.g. collection, storage, deletion or analysis).

Our idea is to be transparent about the basis and manner in which we process personal data. In accordance with our policy, we only collect personal data that is necessary for specific purposes, and we only request personal data when necessary.

Who is the Administrator of your personal data and what does that mean?

The administrator of your personal data is Battery Energy Back Sp z o. o. with its registered office in Wrocław, ul. Pilczycka 163, 54-144 Wrocław. This means that Battery Energy Back decides on the purposes and methods of processing your personal data, i.e. why and how it will be used.

How to contact us regarding the processing of your personal data? How to contact our data protection officer?

Battery Energy Back customer or other customer

You can contact us:

- By letter to the address: Battery Energy Back Sp. z o. o. 54-144 Wrocław
163 Pilczycka St., with the note "Personal data";
 - by e-mail: biuro@batteryenergyback.com

All persons other than customers of Battery Energy Back

You can contact us:

- By letter to the address: Battery Energy Back Sp. z o. o. 54-144 Wrocław
163 Pilczycka St., with the note "Personal data";
 - by e-mail: biuro@batteryenergyback.com

How do we process your personal data?

How your personal data is processed depends on the relationship you have with Battery Energy Back. Below you will find information on the processing of data of the most common categories of persons.

The categories of persons listed below do not represent all categories of persons whose data we process. If you do not fall into any of the categories listed and would like additional information about our processing of your data, please contact us. You can find contact information in the section above. If you belong to any of the categories of persons listed below, it may happen, given the specifics of your use of our services, that we will process your personal data in a different way than indicated below. In any such case, we will notify you before we begin such processing. Information common to all categories of persons indicated in the following privacy policy.

Is it mandatory to provide data?

As a rule, providing personal data is not your obligation, but it may be necessary in order to use the services provided by BEB, e.g. to conclude a contract with us, or to process your case.

Failure to provide data may therefore result in our inability to provide services in some cases. Our forms, by means of which we collect data, clearly indicate the data that is necessary to provide.

To whom do we share your data?

Your personal data may be transferred to the following entities: entities providing hosting and maintenance services for our websites and applications, entities providing ICT services and IT support and security services, entities providing storage and destruction services for data carriers, entities providing services related to servicing our customers and other stakeholders (e.g. couriers) and supporting our marketing activities, legal advisors and entities conducting audits. Your data may also be transferred to public authorities in cases provided by law.

With respect to the specific categories of persons indicated in this privacy policy, the above list of entities to which we transfer your data has been supplemented by us to the extent necessary.

Do we transfer your data outside the European Economic Area?

As a general rule, your personal data is not transferred outside the European Economic Area (EEA). Some entities to which we may transfer data are based outside the EEA.

We make reasonable efforts to ensure that data transfers are lawful and appropriate safeguards are implemented. This includes, in particular, certification in the Privacy Shield program or the use of standard contractual clauses approved by the Commission. You can contact us to obtain a copy of the protection measures adopted. You can find contact information above.

What rights do you have in connection with our processing of your data? Your rights are described in detail under "Rights of the data subject" A person visiting our websites without logging in/registering.

What data do we process about you and where do we get it from?

We process data about your device through which you use our website : IP address, data stored in cookies or other similar technologies.

We also process data about your activity on the pages of our website such as information about your preferred activities or places where you undertake activities. We also process data including the content of HTTP requests directed to our server by your device (URL, IP address, browser data, date and time of the request, HTTP response code, error information, cookie ID, page resources viewed).

Data collected in this way is recorded in server logs. If you agree, we also process your location data.

For what purpose and on what legal basis do we process your data?

In order to provide you with the service of accessing our website. We process your data because it is necessary for the performance of the contract concluded by you with Battery Energy Back, i.e. the contract for the provision of electronic services, in accordance with the terms and conditions of the respective website. (Legal basis - Article 6(1)(b) GDPR).

In order to administer the server, ensure its security and for statistical purposes.

We act on the basis of our legitimate interest in administering the server, identifying errors in the structure of our websites and keeping statistics on the most frequently viewed resources (legal basis - Article 6(1)(f) GDPR).

In terms of location data, we process your data in order to present you in the search engine of facilities available on the www.batteryenergyback.com platform that are closest to your location (legal basis - Article 6(1)(a) GDPR).

How long do we keep your data?

Once you have finished using our website, we process your data for the period of time that the data is recorded in the server logs

Data processing for marketing purposes

In connection with your use of our services, we may also process your data for marketing purposes, including profiling. You will find information about this below.

Person using our websites as a registered user

If you use our websites or as a registered user, the general information above also applies to you accordingly.

What data do we process about you and where do we get it from?

If you create an account on one of our websites, we process your data you provide in the registration form. We also process the data you provide when you use your account on the site and regarding your activity (e.g. data on the pages and subpages of our websites visited, the amount of time spent on them, etc.) on the pages of our site.

It may happen that in order to use certain functionalities on the site, we will ask you to provide special categories of data, e.g. data on your authorizations (e.g. in the case of training services reserved for a certain group of specialists).

For what purpose and on what legal basis do we process your data?

In order to provide you with the service of maintaining an account on our website. We process your data because it is necessary for the performance of the contract concluded by you with Battery Energy Back, i.e. the contract for the provision of services by electronic means, in accordance with the terms and conditions of the respective website (legal basis - Article 6(1)(b) GDPR)

In order to facilitate the use of our website or on the basis of our legitimate interest to improve the functionality of the services we provide electronically (legal basis - Article 6(1)(f) GDPR)

In case we collect special categories of data in order to provide a service to you, we process your data on the basis of your explicit consent (legal basis - Article 9(2)(a) GDPR). Provision of this data is always voluntary, but may be necessary in order to use the service in question

For tax and accounting purposes - in case you use our service for a fee. We process your data because it is required by applicable law (legal basis - Article 6(1)(c) GDPR)

In order to investigate, establish and defend against claims. We act on the basis of our legitimate interest of being able to assert or defend against claims (legal basis - Article 6(1)(f) GDPR).

How long do we keep your data?

We keep your data for the periods indicated below:

- for the purpose of providing the service of maintaining an account on our site - until you delete your account;
- for tax and accounting purposes - for the period in accordance with applicable regulations
- for the purpose of investigating, establishing or defending against claims - until the expiration of the period of limitation of claims

To whom do we share your data?

In addition to the entities listed above, your data may be transferred to entities cooperating with us that offer you additional services in connection with your account on our website, social network operators, and, if you use our paid services, also to payment operators and entities supporting us in debt collection.

Data processing for marketing purposes

In connection with your use of our service as a registered user, we also process your data for marketing purposes, including profiling. You can find information about this in the "Marketing" section below.

Participant in our contest or sweepstakes.

What data do we process about you and where do we get it from?

The extent of the personal data we collect from you for the purpose of conducting a contest or sweepstakes depends on the nature and rules of the particular contest or sweepstakes. You will be provided with information about this when you enter a particular contest or sweepstakes.

For what purpose and on what legal basis do we process your data?

For the purpose of conducting a contest or sweepstakes, including selecting a winner, transferring prizes, publishing the winner's personal data, and processing complaints or claims regarding your participation in a given contest or sweepstakes on the basis of our legitimate interest (legal basis - Article 6(1)(f) GDPR).

For tax and accounting purposes - in case you win a prize. We process your data because it is required by applicable law (legal basis - Article 6(1)(c) GDPR).

How long do we keep your data?

We keep your personal data for the duration of the contest or sweepstakes in which you participate. In some cases, however, we may keep the data longer:

In order to process your complaint or claim regarding your participation in a contest or lottery

ria - until the expiration of the statute of limitations for claims. We are acting on the basis of our legitimate interest of protecting our rights and defending against claims (legal basis - Article 6(1)(f) GDPR)

For tax and accounting purposes - for a period in accordance with applicable regulations.

Processing of data for marketing purposes

If you have expressed a desire to receive marketing communications from us on the communication channel of your choice, we may also process your data for marketing purposes, including profiling as described in the "Marketing" section of this privacy policy.

A party to a contract with Battery Energy Back, or a representative or contact person of an entity that is a party to a contract with Battery Energy Back, such as a representative of a contractor.

What data do we process about you and where do we get it from?

In case you are a party to the contract concluded with Battery Energy Back, we have received the data directly from you.

In the case where you are a representative or contact person of an entity that is party to a contract with Battery Energy Back, we received the data from the entity that is party to the contract. We process your data, such as identification data, contact data, and data on your function.

For what purpose and on what legal basis do we process your data?

If you are a party to a contract concluded with Battery Energy Back - for the purpose of performing the contract to which you are a party. We process your data because it is necessary for its execution (legal basis - Article 6(1)(b) GDPR)

In case you are a representative or contact person of an entity that is a party to a contract concluded with Battery Energy Back - for the purpose of entering into a contract with the entity you represent and for its performance. We act on the basis of our legitimate interest in being able to properly conclude

and performance of the contract with the entity cooperating with us (legal basis - Article 6(1)(f) GDPR)

In order to investigate, establish and defend against claims. We act on the basis of our legitimate interest in being able to assert or defend against claims (legal basis - Article 6(1)(f) GDPR)

For tax and accounting purposes. We process your data because it is required by applicable law (legal basis - Article 6(1)(c) GDPR).

How long do we keep your data?

We keep your data for the periods indicated below:

For purposes related to the conclusion and performance of the contract - until the termination of the contract;

For the purpose of investigating, establishing or defending against claims - until the expiration of the period of limitation of claims;

For tax and accounting purposes - for the period in accordance with applicable laws.

To whom do we transfer your personal data?

In addition to the entities listed in Section 7.1 above, your data may also be transferred to providers of additional services available in connection with cooperation with us (e.g. training services).

Processing of data for marketing purposes

If you have given your consent, we process your data for marketing purposes, including profiling. You can find information about this in the "Marketing" section.

What data do we process about you and where do we get it from?

We process your data that we have received directly from you through various communication channels, such as through: contact forms available on our websites, telephone contact with our Hotline, email contact to any email addresses we have made public, chatbot, lifechat.

For what purpose and on what legal basis do we process your data?

For the purpose of handling the issue you have raised, including answering the question you have posed or investigating the complaint you have raised. We process your data in response to your request and on the basis of our legitimate interest (legal basis - Article 6(1)(f) of the GDPR) in handling the inquiries or complaints submitted to us, or in connection with the fulfillment of a legal obligation (legal basis - Article 6(1)(c) of the GDPR) imposed on us by law (e.g., when the matter referred to above is a request for the exercise of your rights under the GDPR).

To analyze reported cases and improve the quality of the service we provide to those who contact us. We act on the basis of our legitimate interest in being able to provide the highest possible quality of service to those who contact us (legal basis - Article 6(1)(f) of the GDPR).

In order to investigate, establish and defend against claims. We act on the basis of our legitimate interest in being able to assert or defend against claims (legal basis - Article 6(1)(f) of the DPA)..

How long do we keep your data?

We keep your data for the periods indicated below:

For the purposes of handling your reported case and investigating, establishing and defending against claims - for the period of handling your reported case, and after its completion for the period of the statute of limitations for claims;

For the purpose of analyzing and improving the quality of service to those who contact us - until you raise an effective objection.

To whom do we transfer your personal data?

In addition to the entities listed in Section 7.1 above, your data may also be transferred to entities that manage third-party applications used to serve those who contact us, e.g. chatbot, livechat and social network operators.

Processing of data for marketing purposes

If you have expressed a desire to receive marketing communications from us on the communication channel of your choice, we may also process your data for marketing purposes, including profiling as described in the "Marketing" section.

Marketing

General information

How we process personal data for marketing purposes depends on the circumstances, such as the type of our relationship with you (e.g., whether you have registered for our website or whether you are just browsing our website) and the consents you may have given us.

Our marketing activities may include direct marketing (which involves presenting you with an offer or advertisement through a communication channel such as email or telephone), conducting analysis and statistics for marketing purposes, and satisfaction surveys by contacting you through the communication channel of your choice. For direct marketing purposes, we also perform profiling.

Marketing online

If you visit our websites, we process your personal data (primarily IP address, cookie IDs, location information) for marketing purposes, including for direct marketing purposes involving profiling, in the following cases:

- if you agree to the storage on your device of cookies or similar technologies used by us for marketing purposes. We will then record what content you have viewed on our sites. We will use this information to show you advertisements or offers tailored to your potential interests identified by the content you have viewed. In addition, when you are a registered user of our website and log in to your account, we will be able to associate the information collected about the content you have viewed with you and use it for profiling purposes to better tailor our marketing communications to you and offerings.
- if you agree to our use of your device location information (e.g. smartphone) for marketing purposes. We will then be able to display you ads or offers tailored to your location. In addition, when you are a registered user of our website and log in to your account, we will be able to associate location information with you and use it for profiling purposes to better tailor our marketing communications and offers to you.

The basis for the processing of your personal data is our legitimate interest (Article 6(1)(f) GDPR) in presenting you with tailored advertisements and offers, in connection with your consent to the use of cookies or similar technologies or, as the case may be, in connection with your consent to our use of your location information for marketing purposes:

- in order to conduct analysis and statistics for our marketing needs and to survey your satisfaction with the services we offer by contacting you through the communication channel of your choice. The basis for the processing is our legitimate interest (Article 6(1)(f) of the GDPR) in improving the quality of the user experience we provide and in improving the products and services available from us.

Marketing communication through a selected communication channel (e.g., e-mail, SMS/MMS, telephone)

A user of the www.batteryenergyback.com platform or a user registered on our website.

If you are a user of the www.batteryenergyback.com platform or a user registered on our website, we process your personal data that you provide to us (e.g., in the registration form, in the contract) or that we collect in the course of your activity on the platform on the website for marketing purposes, including direct marketing, including profiling, in the following cases:

If you give us voluntary consent to use a specific communication channel (e.g., email, SMS/MMS, telephone) to provide you with marketing content. The marketing activities we conduct will include providing you with information about promotions, special offers and other marketing content, as well as directing inquiries and satisfaction surveys to you on the communication channel of your choice. The content provided may be tailored to your potential interests and preferences based on profiling.

The basis for processing your personal data is our legitimate interest (Article 6(1)(f) GDPR) in presenting you with marketing content, including content tailored to you on the basis of profiling, in connection with your consent to use the communication channel of your choice for this purpose. You may withdraw your consent to marketing communications at any time. To do so, you may contact us as specified in this policy.

Withdrawal of consent does not affect the legality of our actions performed on the basis of consent before its withdrawal. In order to conduct analyzes and statistics for our marketing needs and to examine satisfaction with the services we offer by contacting us through the communication channel you choose. The basis for processing is our legitimate interest (Article 6(1)(f) of the GDPR), consisting in improving the quality of our user service and improving the products and services available from us.

A person who is not our user or customer

If, without being our user or customer, you give us voluntary consent to use a specific communication channel (e.g. e-mail, SMS/MMS, telephone) to provide you with marketing content, e.g. if you contact us via the contact form and indicate your consent to receive marketing communications to your e-mail address, our marketing activities, including direct marketing, will include providing you with information about promotions, special offers and other marketing content, as well as sending you inquiries and surveys regarding service satisfaction to the address you choose communication channel. The content provided may be tailored to your potential interests and preferences based on profiling. Your consent to marketing communication may concern (at your choice):

our own products and services as well as products and services prepared together with Battery Energy Back's contractors, which are offered to you as additional packages.

The basis for the processing of your personal data is our legitimate interest (Article 6(1)(f) of the GDPR), which consists in presenting you with marketing content, including content tailored to you based on profiling, in connection with your consent to use the selected device for this purpose. communication channel through you. You can withdraw your consent to marketing communications at any time. For this purpose, you can contact us as specified in point 6 above. Withdrawal of consent does not affect the legality of our actions performed on the basis of consent before its withdrawal.

We will also process your personal data in order to conduct analyzes and statistics for our marketing needs and to measure satisfaction with the services we offer by contacting us through the communication channel you choose. The basis for processing is our legitimate interest (Article 6(1)(f) of the GDPR), consisting in improving the quality of the service we provide and improving the products and services available from us.

A party to the contract concluded with Battery Energy Back or a representative or contact person of the entity that is a party to the contract concluded with Battery Energy Back, e.g. a representative of the Customer or Partner.

If you are a party to a contract concluded with Battery Energy Back or a representative or contact person of an entity that is a party to a contract concluded with Battery Energy Back, e.g. a representative of the Customer, Partner, you may give us voluntary consent to the processing of your data for marketing purposes, including direct marketing purposes, and to use a specific communication channel (e.g. e-mail, SMS/MMS, telephone) to provide you with marketing content. In such a case, we process your personal data that you provide to us (e.g. in the inquiry form or in the contract) for the following marketing purposes:

providing you with marketing content regarding Battery Energy Back's own products and services as well as products and services prepared together with contractors, which are offered to you as additional packages.

providing you with marketing content regarding products and services of third parties, including companies with Battery Energy Back, as well as marketing analytics and statistics, service satisfaction research, and profiling, i.e. using data regarding your interests to provide you with tailored offers and content.

The basis for processing is your consent (Article 6(1)(a) of the GDPR)

What is profiling for marketing purposes?

Our processing of your personal data for direct marketing purposes involves profiling. Profiling means that, thanks to the automatic processing of your data, we draw conclusions about your potential expectations, interests and preferences. Thanks to this, we can best match products, offers and advertisements to you.

As part of profiling, we may also combine information that you leave us when using our various products and services, e.g. information that you leave when visiting our website as a registered user, using the services of our Battery Energy Back platform or contacting us via chatbot.

For profiling, we use various data about you:

- data related to your use of the www.batteryenergyback.com platform. When profiling, we also take into account statistical data regarding the same information.
- data provided by you in connection with joining the www.batteryenergyback.com platform or in connection with registration on our website.
- information collected using marketing cookies or similar technologies, allowing us to learn what content you read on our websites (if you agree to save such files on your device).
- information about the location of your device (e.g. smartphone), if you agree to our use of this information for marketing purposes.

For profiling, we use tools provided by specialized third parties. We strive to ensure that profiling brings you tangible benefits by presenting you with offers, promotions and advertisements that you may find interesting. In this way, we want to avoid presenting you with content that will be irrelevant to you or that you might consider unattractive. In connection with profiling, we do not make decisions regarding you based solely on automated processing of information about you, which would produce legal effects for you or significantly affect you in a similar way.

Our legitimate interest and your interests, rights and freedoms

Due to the fact that our processing of personal data for marketing purposes, including profiling, is based on our legitimate interest (Article 6(1)(f) of the GDPR), we have assessed whether your interests, rights and freedoms (e.g. the right to privacy) do not outweigh our interests. We have concluded that we may process your personal data for marketing purposes based on our legitimate interest, because:

- we process your personal data for marketing purposes only when we determine that you can reasonably expect it, we send individual marketing messages (e.g. e-mails, SMS/MMS, telephone) to you only with your consent.
- We enable you to easily object to the processing of your personal data for direct marketing purposes and inform you about this right.

We believe that profiling for marketing purposes does not excessively interfere with your privacy. We focus on what products or services available in our offer may be of interest to you. We do not track your activities on third-party websites. We do not make decisions based on profiling that produce legal effects (e.g. refusal to conclude a contract) or similarly significantly affect you.

We believe that you may find offers and advertisements delivered to you based on profiling interesting. We do not want to provide you with content that you might consider unattractive. For marketing purposes, including profiling, we do not use particularly protected data, such as health data. We do not consciously process children's personal data for marketing purposes, we use technical and organizational measures that adequately protect your personal data.

How long do we process your personal data for marketing purposes??

The storage period of your personal data for marketing purposes depends on the situation. If we process your personal data for marketing purposes based on our legitimate interest - until an effective objection is raised. If we process your personal data for marketing purposes based on your consent - until you withdraw your consent.

Direct Marketing Objection

If you do not want your personal data to be processed by us for the purposes of direct marketing, including profiling for the purpose of such marketing, you can raise an objection. You can raise an objection at any time and it does not require any justification. In the event of such an objection, your personal data will no longer be processed by us for direct marketing purposes. To object, you can contact us as set out in section 6 above.

Rights of the data subject

You have the following rights related to the processing of your personal data:

- The right to access data - you have the right to access the personal data relating to you that we process and obtain information from us in this regard; you also have the right to receive from us a copy of your personal data that we process. The right to request rectification of your personal data - you can update the personal data provided to us or request their correction if they are incorrect. Depending on the purpose of processing, changes can be made in accordance with the service regulations that you use or by contacting us in accordance with point 6 of this Policy.
- The right to withdraw consent to the processing of personal data - if we process your personal data on the basis of your consent, you have the right to withdraw this consent at any time. Please remember, however, that this does not affect the lawfulness of the processing we carried out on the basis of your consent before you withdrew it. You can withdraw your consent to the processing of personal data, e.g. by contacting us in the manner specified above.
- The right to object to data processing - you have the right to object to the processing of your personal data when their processing is based on a legitimate interest (Article 6(1)(f) of the GDPR), and the objection is justified by a specific situation in which you have found your way. In the case of data processing for direct marketing purposes, including profiling for this purpose, you may object to such processing at any time and do not require any justification. In the event of such an objection, your personal data will no longer be processed by us for direct marketing purposes. To object, you may contact us as set out in this privacy policy.
- The right to request restriction of the processing of your personal data - you have the right to limit the processing of your personal data if:
 - you question the accuracy of your data (for a period enabling us to check the accuracy of this data);

- the processing is unlawful and you oppose the deletion of your data and request the restriction of their use instead;
- we no longer need your personal data for our purposes, but you need this data to establish, pursue or defend against claims or
- you have objected to the processing of your data - until this objection is effective. In such a case, we will limit the processing of your data only to storing it, unless the processing is necessary to establish, pursue or defend against claims, or to protect someone else's rights, or if it takes place with your consent.
- The right to transfer your personal data - in relation to the processing of your data based on consent or contract in an automated manner (e.g. computer/IT systems), you have the right to receive from us your personal data that you provided to us, in a structured, a commonly used computer-readable format (e.g. on a computer). You can send this data to another data controller or request that we send your data to another controller, however, we will only do this if such a transfer is technically possible.
- The right to request the deletion of your personal data - you can submit a request to us to delete your data in the following cases:
 - if your data is no longer necessary for the purposes for which it is processed;
 - you have withdrawn consent on which the processing is based and there is no other basis for processing;
 - you have lodged an effective objection to the processing;
 - Your personal data was processed unlawfully;
- Your data must be deleted as the law requires us to do so. In the above cases, your data will be deleted by us, unless in a specific situation we invoke one of the exceptions provided for in the GDPR (e.g. further processing of your data is necessary to establish, pursue or defend against claims).

To exercise the above rights, please contact us or our data protection officer in one of the ways provided in point 6 of the Policy. Your request will be processed without undue delay and in any case no later than one month from its receipt. However, if this deadline is to be extended, we will inform you both about this extension and its reasons.

Cookies

This website uses cookies (small text files stored by the web browser on the user's device), including: for statistical analysis of traffic, adapting the appearance and content of the website to the individual needs of the user. By leaving cookies enabled in your browser settings, you consent to their use. If you do not agree to the use of cookies, change your browser settings.

Policy on cookies and other similar technologies

Battery Energy Back websites and pages may send and use so-called cookies and other similarly operating technologies. This Cookie Policy applies in particular to the following websites (hereinafter: "Websites"): www.batteryenergyback.com and possibly others, provided that we refer to its provisions therein.

Below you will find information about: the cookies we use; Local Storage technology; additional important information about how the Websites operate, including information about web push messages.

What are cookies and for what purpose do we use them?

Cookies are text files saved via a web browser on your end device (computer, laptop, smartphone, etc.). When you continue visiting the Websites, the browser sends such a file back to the Website and in this way it can be recognized each time. Some cookies are necessary to enable the user to navigate the Websites and use their resources.

In addition, cookies, by collecting information on how users use the websites, ensure their proper functioning and increase efficiency, allowing you to find the necessary information faster. Some cookies are also used to obtain analytical and statistical needs for marketing purposes. They have a validity period, after which they become inactive.

What types of cookies do we use?

Session cookies

Session cookies are temporary files that are stored from the moment you enter the Websites, only until you close the browser session or until you close the browser itself.

Cookies

These are files from external entities cooperating with our Websites. Our Websites use files to collect data for the purposes of analysis and statistics regarding the way you use the Websites, as well as marketing cookies.

These cookies are saved from the beginning of your visit to our Website (if your browser is set to accept cookies from our Website).

For this purpose, we use tools that help us understand the needs of our Website users:

1. Google Analytics - a tool used to count visits to the Websites, their length and determine which functionalities of the Websites or what parts thereof are most frequently used or visited and how they are used by individual users. The information collected in this way allows us to analyze the performance of the Websites and determine directions of development of new functionalities and services. For further information, please read the information about Google Analytics Cookies. You can opt out of placing cookies from Google Analytics on your device at this address.
2. Hotjar - a tool that uses cookies and other technologies to collect data about: the behavior of our users on the website, e.g. time spent on specific pages, most frequently used links, difficulties encountered - this allows us to create and maintain Websites in accordance with users' preferences, our users' devices (in particular device IP address (captured and stored only in anonymous form), device screen size, device type (unique device identifiers), browser information, geographical location (country only), preferred language used to display our website).
3. Hotjar stores the above-mentioned information in a pseudonymized user profile. Neither Hotjar nor we will ever use this information to identify individual users or to match it with further data about an individual user.

For additional information, please review Hotjar's privacy policy by clicking on this link: <https://www.hotjar.com/legal/policies/privacy..>

4. Synerise - a tool provided by Synerise SA, supporting activities aimed at automating marketing and sales processes, including the processing of marketing and sales data and their complex analytics in the so-called multi-channel model - i.e. in a model that allows you to reach the user through various channels (e.g. websites, web push notifications, SMS, MMS, e-mail, chat, telephone, etc.) and various devices (e.g. computer, smartphone, tablet, telephone) that the user uses. Cookies from Synerise collect information about the behavior of people visiting our Websites, including the content they view. The information collected by Synerise cookies is used for profiling for direct marketing purposes - to present you with content and offers tailored to your potential interests.
5. Google Ads - Google's advertising system, enabling the broadcasting of text, graphic and video advertisements and the display of sponsored links in the search results of the Google search engine and on websites cooperating under the Google AdSense program.
6. Facebook Ads - this is Facebook's advertising system, enabling the creation, purchase and management of advertisements within the Facebook, Instagram, Messenger and Facebook Audience Network social networks.

Advertising cookies

These are files responsible for displaying advertisements tailored to your preferences. Our cookies and cookies of external suppliers (e.g. Google Adwords) are used to conduct marketing campaigns and remarketing campaigns reaching you with our marketing messages if you have previously visited our Websites. These cookies remember that you have visited our Websites and what activities you have performed on our Websites. The information collected in this way is transferred to external suppliers.

Manage analytical cookies

You can opt out of anonymous recording of activities performed on the website in analytical cookies. The privacy policies adopted by our service providers and information on how to opt out of their cookies can be found at the following addresses

- Adobe: <http://www.adobe.com/privacy/opt-out.html>
- Google Analytics: <https://support.google.com/analytics/answer/9019185?hl=en>
- Hotjar: <https://www.hotjar.com/legal/compliance/opt-out> oraz <https://www.hotjar.com/legal/policies/privacy>
- Facebook: <https://pl-pl.facebook.com/policies/cookies/>

Are cookies dangerous?

No, because cookies are not computer programs and cannot be used as codes. They do not spread viruses and each user can manage cookies on the end device. Moreover, cookies only store fragments of data that do not allow full identification of the user.

Managing cookies

We use cookies only with the user's consent. You can disable or modify the ability to save cookies on your end device at any time through appropriate settings in your web browsing software (web browser). By default, software used for browsing websites allows saving files on the end device, and thus enables us to process the data collected in these files.

Since cookies are also used to remember your cookie preferences, you should be aware of the consequences of changing settings, in particular:

If you use a different end device, computer profile or web browser, you will need to re-specify your cookie preferences.

For detailed information on managing cookie settings, we recommend following the instructions of the web browser you are using, in particular:

- [Internet Explorer](#)
- [Chrome](#)
- [Safari](#)
- [Firefox](#)
- [Opera](#)

For mobile devices:

- [Android](#)
- [Safari](#)
- [Windows Phone](#)
- [Blackberry](#)

Additional important information about how the Websites work

Local Storage

The websites also use a technology called Local Storage. Local Storage is a place where information shared by your browser is stored. We will save information about the training courses you have selected here so that you do not have to select them again the next time you log in.

We also store your selected searches in Local Storage so that when you re-enter them, they will be displayed in the suggestions and thus make your search faster.

Local Storage stores data indefinitely until you restore the default settings or manually make changes to the browser cache. You can find instructions on the help page of the browser you are using.

Web push notifications

What are web push notifications?

Web push notifications are short messages that appear on your device's screen. For us, it is one of the marketing tools that support communication with you. For you, it is a source of knowledge about our services, including new products, seasonal facilities and activities, campaigns, competitions or events.

How can I enable them?

Receiving web push messages requires your consent. After entering the Website, we will ask you whether you want to receive notifications from us. We will also ask you to read the information described here. If you are interested, click "I agree" - this will allow us to send you the content you are interested in even when you leave our website.

How can I opt out of notifications?

You can revoke your consent and therefore unsubscribe from receiving notifications at any time. Withdrawal of consent does not affect the legality of actions taken by us on the basis of consent before its withdrawal. To do this, just change the settings of your web browser. For example, you can do it like this::

Google Chrome

Go to Browser Settings > Advanced > Content Settings > Notifications. Then the address in the browser bar will be `chrome://settings/content/notifications`. In the list we can find all the websites where we have agreed to push notifications. If you want to unsubscribe from them, just select Delete from the menu

Firefox

After entering Options > Privacy and security, we look for the Permissions > Notifications section. On the list, we search for the websites whose notifications we want to unsubscribe from, and then select the Block option.

Chrome Android

After entering the Chrome browser, to the right of the address bar, click More > Settings > Notifications. On the list, we search for the websites whose notifications we want to unsubscribe from, and then "uncheck" the selected ones.

Google Tag Manager

Our websites use Google Tag Manager. This service allows you to manage page tags through an interface. Google Tag Manager only implements tags. This means that no cookies are used and no personal data is collected. Google Tag Manager activates other tags, which in turn collect data as needed.

However, Google Tag Manager does not access this data. If deactivation has been performed at the domain or cookie level, it remains valid for all tracking tags if they are implemented in Google Tag Manager. This website uses cookies (small text files stored by the web browser on the user's device), including: for statistical analysis of traffic, adapting the appearance and content of the website to the individual needs of the user.

By leaving cookies enabled in your browser settings, you consent to their use. If you do not agree to the use of cookies, change your browser settings.

Changes to the Privacy Policy

We will regularly review and update this Policy in connection with changes in the law and new actions we take regarding your personal data.