

## 1. General Information

1. This policy applies to the website available at: **bialacebula.com.pl**
  2. The operator of the website and the Data Controller is: **Biala Cebula PL S.C., ul. Topolowa 1, 63-012 Dominowo, Poland**
  3. Contact email address for the operator: **biuro@bialacebula.com.pl**
  4. The operator is the Administrator of your personal data in relation to the data you voluntarily provide through the website.
  5. The website processes personal data for the following purposes:
    - a. Newsletter subscription
    - b. Responding to inquiries submitted via the contact form
  6. The website collects information about users and their behavior in the following ways:
    - a. Through data voluntarily entered in forms, which are entered into the operator's systems.
    - b. By storing cookies on end-user devices.
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## 2. Selected Data Protection Methods Used by the Operator

1. Login and data entry areas are protected at the transmission layer (SSL certificate). This ensures that personal data and login details entered on the website are encrypted on the user's computer and can only be read on the destination server.
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## 3. Hosting

1. The website is hosted (technically maintained) on the servers of the operator: **OVH**
2. The hosting company, for technical reliability, keeps logs at the server level. These logs may include:

## 4. Your Rights and Additional Information on Data Use

1. In some situations, the Administrator has the right to transfer your personal data to other recipients if it is necessary to fulfill the contract or obligations. This applies to:
  - hosting providers
  - newsletter distribution services

- marketing and analytics providers
  - 2. Your personal data will be processed no longer than necessary for the purposes for which it was collected, unless longer storage is required by law.
  - 3. You have the right to request from the Administrator:
    - access to your personal data
    - rectification
    - deletion
    - limitation of processing
    - data portability
  - 4. You also have the right to object to processing and lodge a complaint with the data protection authority.
  - 5. Providing personal data is voluntary but may be necessary to use certain services of the website.
  - 6. Automated decision-making, including profiling, may be used for marketing purposes.
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## **5. Information in Forms**

1. The website collects information provided voluntarily by the user, including personal data (e.g., name, email).
  2. The website may store information to help associate form data with the user's IP address.
  3. Data provided in forms is processed for the purpose resulting from the function of the specific form (e.g., to handle a service request or inquiry).
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## **6. Administrator Logs**

1. Information about user behavior may be logged. These data are used to administer the site and for hosting-related technical purposes.
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## **7. Important Marketing Techniques**

1. The operator uses statistical analysis of website traffic through **Google Analytics** (Google Inc.). This involves the use of cookies by Google.

2. The website may use **Facebook Pixel** to conduct remarketing via Facebook ads.
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## **8. Cookie Policy**

1. The website uses cookies.
2. Cookies are small text files sent by the web server and stored by the browser.
3. The user can manage cookie preferences via browser settings.
4. The operator uses cookies for the following purposes:
  - maintaining user sessions
  - saving user preferences
  - statistical and marketing purposes
5. Popular browsers allow users to block the storage of cookies.