

PRIVACY POLICY

OF THE ONLINE STORE [HTTPS://WWW.ELRANDOS.COM/SHOP](https://www.elrandos.com/shop)

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1. GENERAL PROVISIONS

- 1.1 This privacy policy of the Online Store is informational in nature, which means that it is not a source of obligations for Service Users or Customers of the Online Store. The privacy policy contains primarily the rules regarding the processing of personal data by the Controller in the Online Store, including the legal basis, purposes, and periods of processing personal data, as well as the rights of data subjects, and information regarding the use of Cookies and analytical tools in the Online Store.
- 1.2 The controller of personal data collected via the Online Store is ELRANDOS Radosław Bryła with its registered office in Rybarzowice 43-378, ul. Brzoskwiniowa 15, registered in the Central Register and Information on Economic Activity of the Republic of Poland maintained by the minister responsible for economic affairs, with: business address and address for correspondence: ELRANDOS Radosław Bryła with its registered office in Rybarzowice 43-378, ul. Brzoskwiniowa 15, NIP: 9372780134, REGON: 544474248, e-mail address: contact@elrandos.com – hereinafter referred to as the "Controller" and being simultaneously the Service Provider of the Online Store and the Seller.
- 1.3 Personal data in the Online Store are processed by the Controller in accordance with applicable legal provisions, in particular in accordance with 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 (General Data Protection Regulation) – hereinafter referred to as "GDPR" or "the GDPR Regulation". Official text of the Regulation: <http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=CELEX%3A32016R0679>
- 1.4 Use of the Online Store, including making purchases, is voluntary. Similarly, the provision of personal data by the Service User or Customer using the Online Store is voluntary, subject to two exceptions: (1) conclusion of agreements with the Controller – failure to provide, in the cases and to the extent indicated on the Online Store page and in the

Online Store Terms and Conditions and this privacy policy, personal data necessary to conclude and perform the Sales Agreement or the agreement for the provision of Electronic Services with the Controller results in the impossibility of concluding such an agreement. Provision of personal data is in this case a contractual requirement and if the person whose data are concerned wishes to conclude a given agreement with the Controller, they are obligated to provide the required data. The scope of data required to conclude an agreement is each time indicated in advance on the Online Store page and in the Online Store Terms and Conditions; (2) statutory obligation of the Controller – the provision of personal data is a statutory requirement arising from generally applicable legal provisions imposing on the Controller an obligation to process personal data (e.g., processing data for the purpose of keeping tax or accounting books), and failure to provide them will prevent the Controller from performing those obligations.

- 1.5 The Controller exercises particular care to protect the interests of persons whose personal data they process, and in particular is responsible for and ensures that data collected by them are: processed in accordance with the law; collected for specified lawful purposes and not subjected to further processing incompatible with those purposes; factually correct and adequate in relation to the purposes for which they are processed; stored in a form that enables identification of the persons they concern, for no longer than is necessary to achieve the purpose of processing; and processed in a manner that ensures appropriate security of personal data, including protection against unauthorized or unlawful processing and accidental loss, destruction, or damage, using appropriate technical or organizational measures.
- 1.6 Taking into account the nature, scope, context, and purposes of processing, as well as the risk of violation of the rights or freedoms of natural persons of varying likelihood and severity, the Controller implements appropriate technical and organizational measures to ensure that processing is carried out in accordance with this regulation and to demonstrate compliance. These measures are reviewed and updated where necessary. The Controller applies technical measures to prevent unauthorized persons from obtaining and modifying personal data transmitted electronically.
- 1.7 All words, expressions, and acronyms appearing in this privacy policy that begin with a capital letter (e.g., Seller, Online Store, Electronic Service) should be understood in accordance with their definition contained in the Online Store Terms and Conditions available on the Online Store pages.

2. LEGAL BASES FOR DATA PROCESSING

- 2.1 The Controller is authorized to process personal data in cases where – and to the extent that – at least one of the following conditions is met: the data subject has given consent to the processing of their personal data for one or more specific purposes; processing is necessary for the performance of an agreement to which the data subject is a party, or to take steps at the request of the data subject prior to entering into an agreement; processing is necessary for compliance with a legal obligation to which the Controller is

subject; or processing is necessary for the purposes of the legitimate interests pursued by the Controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.

- 2.2 The processing of personal data by the Controller requires each time the occurrence of at least one of the bases indicated in the privacy policy. The specific bases for processing personal data of Service Users and Customers of the Online Store by the Controller are indicated in the next section of the privacy policy – in relation to the given purpose of processing personal data by the Controller.

3. PURPOSE, LEGAL BASIS, AND PERIOD OF DATA PROCESSING IN THE ONLINE STORE

- 3.1 The purpose, legal basis, period, and recipients of personal data processed by the Controller result each time from the actions taken by a given Service User or Customer in the Online Store or by the Controller. For example, if a Customer decides to make purchases in the Online Store and chooses personal collection of the purchased Product instead of courier delivery, their personal data will be processed for the purpose of performing the concluded Sales Agreement, but will no longer be disclosed to the carrier fulfilling shipments on behalf of the Controller.
- 3.2 The Controller may process personal data within the Online Store for the following purposes, on the following legal bases, and for the following periods as indicated in the table below:

Purpose of data processing	Legal basis for data processing	Data retention period
Performance of the Sales Agreement or agreement for the provision of Electronic Services, or taking steps at the request of the data subject prior to the conclusion of the aforementioned agreements	Article 6(1)(b) of the GDPR (performance of a contract) – processing is necessary for the performance of a contract to which the data subject is a party, or to take steps at the request of the data subject prior to entering into a contract	Data are stored for the period necessary for the performance, termination, or expiry in another manner of the concluded Sales Agreement or agreement for the provision of Electronic Services.

Direct marketing	Article 6(1)(f) of the GDPR (legitimate interest of the controller) – processing is necessary for the purposes of the legitimate interests pursued by the Controller – consisting in caring for the interests and good reputation of the Controller, their Online Store, and striving to sell Products	Data are stored for the period of existence of the legitimate interest pursued by the Controller, but no longer than for the period of limitation of the Controller's claims against the data subject arising from the Controller's business activity. The limitation periods are determined by legal provisions, in particular the Civil Code (the basic limitation period for claims related to the conduct of business activity is three years, and for the Sales Agreement two years). The Controller may not process data for direct marketing purposes in the event of an effective objection by the data subject in this regard.
Marketing	Article 6(1)(a) of the GDPR (consent) – the data subject has given consent to the processing of their personal data for marketing purposes by the Controller	Data are stored until the withdrawal of consent by the data subject to further processing of their data for this purpose.
Expression of opinion by the Customer on the concluded Sales Agreement	Article 6(1)(a) of the GDPR – the data subject has given consent to the processing of their personal data for the purpose of expressing an opinion	Data are stored until the withdrawal of consent by the data subject to further processing of their data for this purpose.
Keeping tax records	Article 6(1)(c) of the GDPR in conjunction with Article 86 § 1 of the Tax Ordinance of 17 January 2017 (Journal of Laws 2017, item 201, as amended) – processing is necessary for compliance with a legal obligation to which the Controller is subject	Data are stored for the period required by legal provisions obligating the Controller to keep tax records (until the expiry of the tax liability limitation period, unless tax laws stipulate otherwise).

Establishment, pursuit, or defense of claims that may be raised by the Controller or that may be raised against the Controller	Article 6(1)(f) of the GDPR (legitimate interest of the controller) – processing is necessary for the purposes of the legitimate interests pursued by the Controller – consisting in the establishment, pursuit, or defense of claims that may be raised by the Controller or that may be raised against the Controller	Data are stored for the period of existence of the legitimate interest pursued by the Controller, but no longer than for the period of limitation of claims that may be raised against the Controller (the basic limitation period for claims against the Controller is six years).
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Use of the Online Store page and ensuring its proper operation	Article 6(1)(f) of the GDPR (legitimate interest of the controller) – processing is necessary for the purposes of the legitimate interests pursued by the Controller – consisting in operating and maintaining the Online Store page	Data are stored for the period of existence of the legitimate interest pursued by the Controller, but no longer than for the period of limitation of the Controller's claims against the data subject arising from the Controller's business activity. The limitation periods are determined by legal provisions, in particular the Civil Code (the basic limitation period for claims related to the conduct of business activity is three years, and for the Sales Agreement two years).
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Conducting statistics and traffic analysis in the Online Store	Article 6(1)(f) of the GDPR (legitimate interest of the controller) – processing is necessary for the purposes of the legitimate interests pursued by the Controller – consisting in conducting statistics and traffic analysis in the Online Store for the purpose of improving the functioning of the Online Store and increasing sales of Products	Data are stored for the period of existence of the legitimate interest pursued by the Controller, but no longer than for the period of limitation of the Controller's claims against the data subject arising from the Controller's business activity. The limitation periods are determined by legal provisions, in particular the Civil Code (the basic limitation period for claims related to the conduct of business activity is three years, and for the Sales Agreement two years).
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4. RECIPIENTS OF DATA IN THE ONLINE STORE

- 4.1 For the proper functioning of the Online Store, including for the performance of concluded Sales Agreements, it is necessary for the Controller to use the services of external entities. The Controller uses only the services of such processors who provide sufficient guarantees of implementing appropriate technical and organizational measures, so that the processing meets the requirements of the GDPR Regulation and protects the rights of data subjects.
- 4.2 The transfer of data by the Controller does not occur in every case and not to all recipients or categories of recipients indicated in the privacy policy – the Controller transfers data only when it is necessary to achieve a given purpose of processing personal data and only to the extent necessary to fulfill it.
- 4.3 Personal data of Online Store Customers may be transferred to the following recipients or categories of recipients:
 - 4.3.1 Carriers / freight forwarders / courier brokers / entities handling the warehouse and/or shipping process – in the case of a Customer who uses in the Online Store a delivery method for the Product by postal or courier shipment, the Controller discloses the collected personal data of the Customer to the selected carrier, freight forwarder, or intermediary fulfilling shipments on behalf of the Controller, and if the shipment is made from an external warehouse – to the entity handling the warehouse and/or shipping process – to the extent necessary to fulfill the delivery of the Product to the Customer.
 - 4.3.2 Entities handling electronic or card payments – in the case of a Customer who uses in the Online Store the electronic or card payment method, the Controller discloses the collected personal data of the Customer to the selected entity handling the above payments in the Online Store on behalf of the Controller, to the extent necessary to handle the payment made by the Customer.
 - 4.3.3 Providers of review survey systems – in the case of a Customer who agreed to express an opinion on the concluded Sales Agreement, the Controller discloses the collected personal data of the Customer to the selected entity providing review survey systems for Sales Agreements concluded in the Online Store on behalf of the Controller, to the extent necessary for the Customer to express an opinion using the review survey system.
 - 4.3.4 Service providers supplying the Controller with technical, IT, and organizational solutions enabling the Controller to conduct business activity, including the Online Store and Services provided through it; the Controller discloses the collected personal data of the Customer to the selected provider acting on their behalf only in the case and to the extent necessary to achieve the given purpose of data processing consistent with this privacy policy.
 - 4.3.5 Providers of accounting, legal, and advisory services providing the Controller with accounting, legal, or advisory support (in particular an accounting office, law firm, or debt collection company) – the Controller discloses the collected personal data of the Customer to the selected provider acting on their behalf only in the case and to the extent necessary to achieve the given purpose of data processing consistent with this privacy policy.

4.3.6 Providers of social plugins, scripts, and other similar tools placed on the Online Store page, enabling the browser of the person visiting the Online Store page to download content from the providers of the aforementioned plugins (e.g., logging in using social network login credentials) and transferring for this purpose to these providers the personal data of the person visiting, including also:

Facebook Ireland Ltd. – the Controller uses on the Online Store page social plugins from the Facebook service (e.g., the Like button, Share, or login using Facebook credentials) and in connection therewith collects and discloses personal data of the Service User using the Online Store page to Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland) to the extent and in accordance with the privacy rules available here: <https://www.facebook.com/about/privacy/> (this data includes information about activities on the Online Store page – including information about the device, visited websites, purchases, displayed advertisements, and manner of using services – regardless of whether the Service User has a Facebook account and whether they are logged into Facebook).

Google Ireland Limited – the Controller uses on the Online Store page plugins from the Google.com service and in connection therewith collects and discloses personal data of the Service User using the Online Store page to Google.com (Gordon House, Barrow Street, Dublin 4, Ireland) to the extent and in accordance with the privacy rules available here: <https://policies.google.com/privacy?hl=pl> (this data includes information about activities on the Online Store page – including information about the device, visited websites, purchases, displayed advertisements, and manner of using services – regardless of whether the Service User has a Google account and whether they are logged into it).

5. PROFILING IN THE ONLINE STORE

- 5.1 The GDPR Regulation imposes on the Controller an obligation to inform about automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR Regulation, and – at least in those cases – provide relevant information about the rules on which it is based, as well as its significance and the envisaged consequences of such processing for the data subject. With this in mind, the Controller provides in this section of the privacy policy information concerning possible profiling.
- 5.2 The Controller may use profiling in the Online Store for direct marketing purposes, but decisions made on its basis by the Controller do not concern the conclusion or refusal to conclude a Sales Agreement or the possibility of using Electronic Services in the Online Store. The result of using profiling in the Online Store may be, for example, granting a given person a discount, sending them a discount code, a reminder about unfinished purchases, sending a Product proposal that may correspond to the interests or preferences of that person, or offering better terms compared to the standard offer of the Online Store. Despite profiling, the person freely decides whether they want to use the discount or better terms received in this way and make a purchase in the Online Store.
- 5.3 Profiling in the Online Store consists of the automatic analysis or prognosis of the

behavior of a given person on the Online Store page, e.g., by adding a specific Product to the shopping cart, viewing the page of a specific Product in the Online Store, or by analyzing the past purchase history in the Online Store. A condition of such profiling is the Controller's possession of personal data of the given person.

- 5.4 The data subject has the right not to be subject to a decision which is based solely on automated processing, including profiling, and which produces legal effects concerning them or similarly significantly affects them.

6. RIGHTS OF THE DATA SUBJECT

- 6.1 Right of access, rectification, restriction, erasure, or data portability – the data subject has the right to request from the Controller access to their personal data, rectification thereof, erasure ("right to be forgotten"), or restriction of processing, and has the right to object to processing, and also has the right to data portability. The detailed conditions for exercising the rights indicated above are set out in Articles 15–21 of the GDPR Regulation.
- 6.2 Right to withdraw consent at any time – a person whose data are processed by the Controller on the basis of expressed consent has the right to withdraw consent at any time without affecting the lawfulness of processing carried out on the basis of consent before its withdrawal.
- 6.3 Right to lodge a complaint with a supervisory authority – a person whose data are processed by the Controller has the right to lodge a complaint with a supervisory authority in the manner and according to the procedure specified in the provisions of the GDPR Regulation and Polish law, in particular the Personal Data Protection Act. The supervisory authority in Poland is the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych).
- 6.4 Right to object – the data subject has the right at any time to object – on grounds relating to their particular situation – to processing of personal data concerning them, including profiling on the basis of provisions. In such a case, the Controller may no longer process those personal data, unless the Controller demonstrates compelling legitimate grounds for processing that override the interests, rights, and freedoms of the data subject, or grounds for the establishment, pursuit, or defense of claims.
- 6.5 Right to object to direct marketing – if personal data are processed for direct marketing purposes, the data subject has the right at any time to object to the processing of personal data concerning them for such marketing purposes, including profiling, to the extent that processing is related to such direct marketing.
- 6.6 In order to exercise the rights referred to in this section of the privacy policy, one may contact the Controller by sending an appropriate message in writing or by e-mail to the Controller's address indicated at the beginning of the privacy policy, or by using the contact form available on the Online Store page.

7. COOKIES IN THE ONLINE STORE AND ANALYTICS

- 7.1 Cookies are small text information in the form of text files, sent by the server and saved on the part of the person visiting the Online Store page (e.g., on the hard drive of a computer, laptop, or on the memory card of a smartphone – depending on which device the visitor to our Online Store uses).
- 7.2 Cookies that may be sent by the Online Store page can be divided into different types, according to the following criteria:

By their provider	By their storage period on the device of the person visiting the Online Store page	By their purpose
1) own (created by the Online Store page of the Controller) and 2) belonging to third parties / entities (other than the Controller)	1) session (stored until logout from the Online Store or closure of the web browser) and 2) persistent (stored for a specified period, defined by the parameters of each file, or until manually deleted)	1) necessary (enabling the proper functioning of the Online Store page), 2) functional/preferential (enabling adaptation of the Online Store page to the preferences of the person visiting the page), 3) analytical and performance-related (collecting information about the manner of using the Online Store page), 4) marketing, advertising, and social (collecting information about the person visiting the Online Store page for the purpose of displaying personalized advertisements and conducting other marketing activities, including also on websites separate from the Online Store page, such as social media portals)

- 7.3 The Controller may process data contained in Cookies when visitors use the Online Store page for the following specific purposes:

Purposes of using Cookies in the Controller's Online Store
Identifying Customers as logged in to the Online Store and showing that they are logged in (necessary Cookies)
Remembering Products added to the shopping cart for the purpose of placing an Order (necessary Cookies)
Remembering data from completed Order Forms, surveys, or Online Store login data (necessary and/or functional/preferential Cookies)
Adapting the content of the Online Store page to individual preferences (e.g., concerning colors, font size, page layout) and optimizing the use of the Online Store pages (functional/preferential Cookies)

Conducting anonymous statistics showing the manner of using the Online Store page (analytical and performance Cookies)

Remarketing, i.e., examining the behavioral characteristics of Online Store visitors through anonymous analysis of their activities (e.g., repeated visits to specific pages, keywords, etc.) for the purpose of creating their profile and delivering to them advertisements tailored to their anticipated interests, also when they visit other websites in the advertising network of Google Ireland Ltd. and Facebook Ireland Ltd. (marketing, advertising, and social Cookies)

7.4 By default, most web browsers available on the market accept the storage of Cookies. Everyone has the possibility to specify the conditions for using Cookies via the settings of their own web browser. This means that it is possible to partially restrict or completely disable the possibility of storing Cookies – in the latter case, however, this may affect some functionalities of the Store.

7.5 Web browser settings regarding Cookies are important from the standpoint of consent to use of Cookies by our Online Store – in accordance with regulations, such consent may also be expressed through web browser settings. Detailed information on changing Cookie settings and independently deleting them in the most popular web browsers is available in the browser's help section and on the following pages:

- Chrome browser
- Firefox browser
- Internet Explorer browser
- Opera browser
- Safari browser
- Microsoft Edge browser

7.6 The Controller may use in the Online Store Google Analytics and Universal Analytics services provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). These services help the Controller to conduct statistics and analyze traffic in the Online Store. The collected data are processed within the framework of the above services to generate statistics helpful in the administration of the Online Store and traffic analysis in the Online Store. These data are aggregate in nature. By using the above services in the Online Store, the Controller collects such data as sources and media of acquisition of Online Store visitors and the manner of their behavior on the Online Store page, information about devices and browsers used to visit the page, IP and domain, geographic data, and demographic data (age, gender) and interests.

7.7 The Controller may use in the Online Store the Facebook Pixel service provided by Facebook Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland). This service helps the Controller to measure the effectiveness of advertisements and to find out what actions the visitors to the Online Store take, and also to display personalized advertisements to these persons. Detailed information about the operation of the Facebook Pixel can be found at: https://www.facebook.com/business/help/742478679120153?helpref=page_content.

8. FINAL PROVISIONS

- 8.1 The Online Store may contain links to other websites. The Controller advises that upon visiting other websites, the visitor should familiarize themselves with the privacy policy established there. This privacy policy applies only to the Controller's Online Store.