

# PRIVACY POLICY

1. For the Owner of this website, the protection of Users' personal data is of utmost importance. They will make every effort to ensure that Users feel safe entrusting their personal data while using the website.
2. This privacy policy explains the key principles and scope of processing the User's personal data, the principles of personal data protection, the User's rights, as well as the obligations of the Data Administrator. It also informs about the use of cookies and other tracking technologies in connection with the use of the website [www.big4.com.pl](http://www.big4.com.pl).
3. The Administrator employs advanced technical measures and organisational solutions to ensure a high level of protection for the processed personal data and to safeguard against unauthorised access.
4. For any questions regarding the processing of personal data, we encourage you to contact us via email: [kontakt@big4.com.pl](mailto:kontakt@big4.com.pl).

## I. PERSONAL DATA ADMINISTRATOR

The Administrator of personal data is BIG4 Sp. z o.o. with its registered office at: Al. KEN 57/111, 02-797 Warsaw, listed in the register of entrepreneurs maintained by the District Court in Warsaw, XIII Commercial Division, under the National Court Register number: 0000799207, TIN: 9512488848 (hereinafter referred to as the "**Administrator**").

## II. DEFINITIONS

1. Cookies — IT data, in particular small text files, saved and stored on devices through which the User accesses the Website.
2. Administrator's Cookies — Cookies deployed by the Administrator, related to the provision of electronic services by the Administrator via the Website.
3. External Cookies — Cookies deployed by the Administrator's partners via the Website.
4. Website — the web page listed under the address: [www.big4.com.pl](http://www.big4.com.pl).
5. User — a natural person, legal entity, or an organisational unit without legal personality, which is granted legal capacity by law, using electronic services available on the website.

### **III. PURPOSE AND PRINCIPLES OF PROCESSING PERSONAL DATA**

1. The Administrator can process the User's personal data for the following purposes:
  - a. providing electronic services related to making website content available to Users;
  - b. preparing analytical and statistical reports;
  - c. potentially submit and pursuing claims or defending against claims;
  - d. conducting marketing activities;
  - e. sending newsletters;
  - f. providing services.
2. The User may also consent to receiving information about news and promotions, which will result in the Administrator processing personal data to send the User commercial information regarding, among others, new products or services, promotions, and sales.
3. Personal data is also processed to fulfil legal obligations imposed on the Administrator and to carry out tasks in the public interest, including tasks related to national security and defence or the storage of tax documentation.
4. Personal data may also be processed for the purposes of direct marketing of products, securing and pursuing claims, or protecting against claims by the User or a third party, as well as marketing third-party services and products or the Administrator's own marketing that does not constitute direct marketing.
5. The Administrator processes personal data only after obtaining the User's prior consent.
6. Consent to the processing of personal data is entirely voluntary.
7. Providing personal data is voluntary but necessary for processing the User's data to respond to inquiries initiated by the User and to provide services offered by the Administrator.
8. The Administrator processes the User's personal data based on explicit consent in the case of newsletter subscriptions.

### **IV. METHOD OF PROCESSING DATA**

1. The Administrator ensures control over the type and scope, the period, and the manner of personal data processing.
2. The Administrator guarantees the confidentiality of all provided personal data and informs that no provided personal data will be shared with any third parties.
3. Personal data is collected with due diligence, as necessary measures have been taken to protect it from access by unauthorised persons. At the same time, the Administrator has implemented the requirements set out in 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, GDPR).

4. The Administrator stores personal data only for as long as it is necessary to achieve the purpose for which the personal data was collected, unless otherwise required by applicable law.
5. The Administrator declares that:
  - a. personal data is processed in accordance with the law;
  - b. personal data is collected for specified, lawful purposes and is not further processed in a manner incompatible with those purposes;
  - c. personal data is stored in a form that allows identification of the data subjects for no longer than is necessary to achieve the purpose of processing.
6. Access to personal data is granted to the Administrator.

## **V. SHARING AND ENTRUSTING THE PROCESSING OF PERSONAL DATA**

1. The Administrator does not share, sell, or otherwise disclose collected personal data concerning Users, except as described in the Policy or when required by applicable law.
2. The personal data of website Users is not transferred outside the European Union.
3. The Administrator may entrust the processing of personal data to service providers acting on their behalf. Under the agreements for entrusting the processing of personal data concluded with these service providers, the Administrator requires them to comply with the legal standards of privacy and security of personal data.
4. The Administrator has entrusted the processing of personal data to service providers, including a hosting company for storing personal data on a server and a company enabling the operation of the newsletter.
5. This Privacy Policy complies with the provisions of Article 13(1) and (2) of the GDPR.

## **VI. RIGHTS OF THE USER**

1. The User may at any time request information from the Administrator regarding the scope of processing of their personal data.
2. The User may at any time request access to their data, as well as its correction or clarification.
3. The User may at any time withdraw their consent to the processing of their personal data without providing a reason. The request to stop processing data may

relate to a specific purpose of processing indicated by the User, such as withdrawing consent to receive commercial information, or it may relate to all purposes of data processing. Withdrawal of consent for all processing purposes will result in the User's account being deleted from the website, along with all personal data previously processed by the Administrator. The withdrawal of consent will not affect actions already taken.

4. The User may at any time request, without providing a reason, that the Administrator delete their data. The request to delete data will not affect actions already taken. The deletion of data will result in the simultaneous deletion of the User's account, along with all personal data stored and processed by the Administrator up to that point.
5. The User may at any time object to the processing of their personal data, either in relation to all personal data processed by the Administrator or in a limited scope, such as objecting to the processing of data for a specific purpose. The objection will not affect actions already taken. Submitting an objection will result in the deletion of the User's account, along with all personal data stored and processed by the Administrator up to that point.
6. The User may request the restriction of the processing of their personal data, either for a specified period or without a time limit but within a specific scope, which the Administrator will be obliged to fulfil. This request will not affect actions already taken.
7. The User may request that the Administrator transfer their processed personal data to another entity. To do so, the User should submit a written request to the Administrator, specifying the entity (name, address) to which the User's personal data should be transferred and which specific data the User wishes to be transferred. After the User confirms their request, the Administrator will electronically transfer the User's personal data to the specified entity. Confirmation by the User is necessary to ensure the security of the User's personal data and to confirm that the request comes from an authorised person.
8. The Administrator will inform the User of the actions taken within one month of receiving one of the requests mentioned in the previous points.
9. The User may file a complaint with the supervisory authority regarding the processing of their personal data by the Administrator.

## **VII. EMAIL CONTACT**

1. When contacting the Administrator via email, the User provides their email address. Additionally, the message may contain other personal data.
2. The legal basis for processing personal data is the consent resulting from initiating contact with the Administrator.

3. Personal data provided during email contact is processed solely for the purpose of handling the inquiry. The content of the correspondence may be archived.

## **VIII. DATA RETENTION PERIOD**

1. Generally, personal data is stored only as long as necessary to fulfil the contractual or legal obligations for which it was collected. This data will be deleted immediately when its retention is no longer necessary for evidentiary purposes, in accordance with civil law, or due to a statutory obligation to retain data.
2. Information related to the contract is stored for evidentiary purposes for a period of three years, starting from the end of the year in which the business relationship with the User ended. Data will be deleted after the statutory limitation period for contractual claims has expired.
3. Additionally, the Administrator may retain archival information regarding concluded transactions, as their retention is related to potential claims by the User, such as warranty claims.
4. If no contract has been concluded between the User and the Administrator, the User's personal data is stored until the User's account on the website is deleted. Account deletion may occur as a result of the User's request, withdrawal of consent to the processing of personal data, or objection to the processing of this data.

## **IX. COOKIES**

1. The website uses cookies or similar technology (hereinafter collectively referred to as "cookies") to collect information about the User's access to the website (e.g., via a computer or smartphone) and their preferences. Cookies can be read by the Administrator's IT system.
2. The Administrator stores cookies on the User's device and then accesses the information contained in them for the following purposes:
  - a. analysis, research, and audience measurement, particularly to create anonymous statistics that help understand how Users use the website, enabling improvements to its structure and content;
  - b. marketing (remarketing);
  - c. determining the User's profile to display tailored materials in advertising networks, particularly the Google network;
  - d. ensuring the proper functioning of the Website.
3. Cookies are pieces of information that contain a unique reference code, which the website sends to the User's device to store and sometimes track information

about the device used. They usually do not allow for the identification of the User. Their primary purpose is to better adapt the website to the User's preferences.

4. Some cookies on the website are available only during the internet session and expire when the browser is closed. Other cookies are used to remember the User, who is recognised upon returning to the website. These are retained for a longer time period.
5. The Administrator determines all cookies on the website. All cookies used by this website comply with applicable European Union law.
6. Most Users and some mobile browsers automatically accept cookies. If the User does not change the settings, cookies will be stored in the device's memory.
7. The User can change their preferences regarding the acceptance of cookies or modify their browser to receive appropriate notifications each time a cookies function is set. To change cookies acceptance settings, adjust the settings in the browser.
8. It is worth noting that blocking or deleting cookies may hinder or prevent full use of the website.
9. Cookies can be deleted by the User after having been stored by the Administrator, using the appropriate browser functions, programs designed for this purpose, or tools available within the operating system used by the User.
10. Cookies will be used for essential session management, including:
  - a. creating a special login session for the website User so that the website remembers the User is logged in and their requests are delivered effectively, securely, and consistently;
  - b. recognising a User who has previously visited the website, allowing the identification of the number of unique users who have used the service and ensuring sufficient capacity for new users;
  - c. recognising whether a visitor to the website is registered on the website;
  - d. recording information from the User's device, including cookies, IP address, and browser information, to diagnose problems, administer, and track the User's activity on the site;
  - e. customising elements of the layout or content of the website;
  - f. collecting statistical information about how the User uses the website to improve the site and determine which areas of the website are most popular among Users.

## **X. OTHER TECHNOLOGIES**

1. The Administrator uses the following tracking technologies to monitor actions taken by the User on the Website:
  - a. Google Analytics tracking code — for analysing website statistics;
  - b. Facebook conversion pixel — for managing Facebook ads and conducting remarketing activities.

## **XI. SERVER LOGS**

1. Using the Website involves sending requests to the server where the Website is hosted.
2. Each request sent to the server is recorded in the server logs. The logs include, among others, the User's IP address, the server date and time, and information about the User's web browser and operating system.
3. Logs are saved and stored on the server.
4. The data recorded in the server logs is not associated with specific individuals using the Website and is not used by the Administrator to identify the User.
5. Server logs act solely as auxiliary material used for administering the Website, and their content is not disclosed to anyone except those authorised to administer the server.