

PRIVACY POLICY

The following information is intended to explain who we are, how we obtain information and what we do with that information as part of our business operations. If anything is incomprehensible to you or raises your concerns, please contact us.

I. Who we are and how to contact us

We are an association named the Union of Associations Advertising Council with its registered office in Warsaw, ul. Artura Grottgera 9/3, 00-785 Warszawa. Whether you contact us through our website: <https://radareklamy.pl/> (the “**Website**”), by e-mail, by registering complaints or otherwise, we become the controller of your personal data (the “**Controller**”).

In matters relating to the processing of your personal data, you may contact us at the following e-mail address: biuro@radareklamy.pl or by traditional post to our address as indicated above. We kindly ask you to add the phrase “personal data protection” in each case.

II. What categories of data we process

The scope of the data that we process depends on what information you provide us with. The categories of data that we process include in particular:

- a. identification data provided on forms and in complaints, including your name and surname;
- b. contact details, including correspondence address, telephone number, e-mail address or other contact information;
- c. communication content.

III. For what purposes and on what legal basis we process your personal data

We process your personal data for the purposes of pursuing our and your legitimate interests (Article 6(1)(f) GDPR) to:

- a. answer your questions and process the matter with which you have reached out to us
 - take actions in connection with a complaint that you have registered regarding advertisements which violate the principles of ethics or good market practice
 - take actions in connection with the submitted declaration to become a member of the Ordinary Union of Associations Advertising Council or the Supporting Union of Associations Advertising Council
 - determine, assert or defend claims
 - fulfil marketing purposes
 - improve the quality of our Website through the use of cookies technology, which allows our Website to function properly, as well as to analyze information about how you use our Website, e.g. what our Website users click on most often, when the traffic increases, etc.

Your provision of personal data is voluntary; however, at times it may be necessary for the purposes of using our services, e.g., it may be necessary to receive and process your complaint or respond to your inquiry or for correspondence purposes.

IV. How long we process your data

As a general rule, we will store your data for 6 years, and if you consent to receive marketing communications (e.g. newsletter), then for direct marketing purposes we may store your data until you object to such storing.

V. Who actually has access to your personal data

Your personal data can be accessed by employees of the Advertising Council Office and such subcontractors as consultants, auditors, IT support, accounting, as well as arbiters of the Advertising Ethics Committee (for complaints).

VI. Your rights

You have the right to: access your data and receive a copy of the data, to rectify your data, to request the erasure of your data, to request restriction of data processing.

As we process your data on the basis of our legitimate interests, you have the right to object to such processing on grounds of particular concern to you, and with regard to processing for direct marketing purposes, also without stating the grounds.

To exercise the above rights, contact us by e-mail or letter.

You have the right to lodge a complaint with a supervisory authority, which in Poland is the President of the Personal Data Protection Office, if you have doubts about the lawfulness of data processing by us.

VII. Cookies

When you browse our Website and configure your browser, one cookie or more cookies may be stored on your device (end device) by an entity cooperating with us. Please read the following information about cookies and how we use them.

Cookies are small files that are stored in the permanent memory of your device when you visit certain websites. They contain information about your device and do not contain information about your identity. These files may not be used to infect your device with viruses or other malware.

In cookies we store basic, anonymous information about the users (e.g. the identifier given by our website) and data to increase the comfort of use of the Website, needed for optimisation and correct display of the content on our subpages.

The Website may use the following types of cookies:

- **Necessary.** Necessary cookies are absolutely essential in order to provide services and to correctly display the Website. The information collected through these cookies is used solely to provide services and is never shared with third parties.

You may not opt out of these cookies. You may block or remove them by changing your browser settings. Please note that by deleting these cookies you may not be able to use the features of the Website and in some cases the Website may cease to operate.

- **Preferential.** Functional cookies allow us to remember the choices that you make and provide enhanced, more personal features. Examples include your username, language, or region. The information collected through these cookies is used solely for this purpose and is never shared with third parties.
- **Performance and statistical.** We work with third parties who use cookies to collect data that help us understand how the users or visitors use our Website. We use this information to identify improvements that we can make for your convenience.
- **Advertising.** We work with third parties who use cookies to collect information about pages, links and other websites you visit. Cookies are used to display online advertisements that are more relevant to you and your interests. The information collected by advertising cookies will be used to track visits and activities on our Website, and to provide reports and analyses to us and our partners.

How to manage cookies

All browsers allow you to manage cookies in your browser's cookie folder. This means that you can delete cookies after your visit to a given website or you can set your cookies preferences before you start browsing the website. Remember, as mentioned above, that deleting or rejecting cookies may adversely affect your experience on our Website.

Read more about it here:

- Google
- Firefox
- Windows
- Safari

More information about cookies:

If you want to learn more about cookies or how to control, disable or delete them, visit www.aboutcookies.org for detailed instructions. In addition, some third-party advertising networks, including Google, allow users to opt out or adjust their browsing preferences. To learn more about this feature from Google, visit: <https://adssettings.google.com/u/0/authenticated?hl=pl>.

You can also learn more about targeting and retargeting advertisements and how to disable this feature by visiting <http://www.youronlinechoices.com>.

REGULATIONS OF THE RADAREKLAMY.PL WEBSITE Regulations of the Advertising Council Website

dated 2 January 2020

Definitions

Regulations	these Regulations of the Advertising Council Website
Website	the website available at https://radareklamy.pl/ run by the Advertising Council
Advertising Council	the Union of Associations Advertising Council, address: ul. Artura Grottgera 9/3, 00-785 Warszawa, with its registered office in Warsaw, registered by the District Court for the Capital City of Warsaw in Warsaw, 12th Commercial Division of the National Court Register in Warsaw, under KRS No. 0000253222, REGON (statistical number) 14048948400000, NIP (tax identification number) 5213383625
User	anyone who visits the Website, i.e. enters the Website
APSEM	Act of 18 July 2012 on providing services by electronic means
GDPR	Regulation 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)

§2

Provision of services by electronic means

1. The services indicated in item 2) below, provided in accordance with the Regulations, are services provided by electronic means within the meaning of APSEM.
2. The services provided under these Regulations include:
3. registering a complaint about advertisements that violate ethical principles or good market practice;
4. the User's application to become a member of the Ordinary Union of Associations Advertising Council and the Supporting Union of Associations Advertising Council;
5. running the website.
6. The service provider is the Advertising Council, address: ul. Artura Grottgera 9/3, 00-785 Warszawa, e-mail: biuro@radareklamy.pl, contact number: +48 22 621 31 94.

§3

General Provisions

1. The User undertakes to use the Website for its intended purpose, only in a manner consistent with the law, the principles of community life, social conventions and the Regulations.
2. Before using the Website, the User must read these Regulations and the Privacy and Cookie Policy.
3. All activities that are contrary to the purpose of the Website or prohibited by the Regulations or the provisions of law are forbidden, especially those that would destabilize the operation of the Website, hinder access to the Website or the use of the Website. It is forbidden to undertake other actions to the detriment of the Advertising Council and other Users or threatening their rights or interests.
4. Pursuant to Article 8.3.2.b of the APSEM, it is forbidden to upload unlawful content to the infrastructure of the Advertising Council.
5. The Advertising Council is not liable for the content or correctness of data and information entered by the User.
6. Using the Website is possible only with a device with access to the Internet, equipped with a browser.
7. In order to properly use the Website via a browser, the User should have an up-to-date version of any of the following browsers:
 1. Mozilla Firefox;
 2. Internet Explorer;
 3. Safari;
 4. Google Chrome;
 5. Opera.
8. The Advertising Council is not liable for disruptions, including breaks in the operation of the Website caused by force majeure, illegal actions of third parties or incompatibility of the Website with the technical infrastructure of people using or attempting to use the Website.
9. The Advertising Council is not liable for blocking the transmission of e-mail messages (or deleting e-mail messages) by mail server administrators or by software installed on the User's computer using the Website, including spam filters.
10. The Advertising Council makes every effort to ensure that all information available on the website is reliable, complete, true and lawful, as well as up-to-date.
11. Parts of the Website may contain references (links) to external websites. The Advertising Council is not liable for the content of external websites.

§4

Registration of a complaint

1. The Website makes it possible to electronically register complaints about advertisements that violate the rules of ethics or good market practice laid down in the Code of Ethics in Advertising.
2. A complaint is registered after the User completes an online form.

3. Personal data provided in the online form are processed only by the Advertising Council, which is the data controller within the meaning set forth in GDPR.
4. A detailed description of the complaint handling process is described in the Complaints Handling Rules and in the Complaints Handling Scheme available in the "Advertising Ethics Committee" tab on the Website.

§5

Provision of a declaration to join the Advertising Council

The Website provides a declaration to join:

- a. the Ordinary Union of Associations Advertising Council;
- b. the Supporting Union of Associations Advertising Council.

§6

User Requests/Complaints

1. The User may submit requests related to access to the services provided on the Website, their functioning and quality, within 30 days from the event.
2. The User's request should be sent to the Advertising Council in writing to the following address: ul. Artura Grottgera 9/3, 00-785 Warszawa or by e-mail: biuro@radareklamy.pl.
3. The Advertising Council, if it deems it necessary for the proper consideration of the request/reservation, will immediately call upon the User to supplement the content of their request/reservation within the time limit set forth in the call, not shorter than 7 days. Upon the ineffective expiration of the set time limit, the request/reservation is left without consideration.
4. The Advertising Council will consider the User's request/reservation within 30 days.
5. The Advertising Council will inform the User whether it accepts the request/reservation and how it intends to address it, or will inform the User that it has no grounds to accept the request/reservation along with a relevant justification. The Advertising Council will respond to the complaint in the same form in which the complaint was submitted by the User.

§7

Final provisions

1. The Advertising Council allows the User to record the content of the Regulations by printing or saving it on any media.
2. The Advertising Council may unilaterally amend the Regulations, in particular in the event of a change in the provisions of law currently in force concerning the provision of services by electronic means or in the event of the introduction of new services on the Website.