

## PRIVACY POLICY

### 1. General information

1. This policy pertains to the website located at the url: **long-life.pl**
2. The operator of the website and Data Controller is: Long Life Tomasz Żrebiec Trębacka 11A, 38-420 Korczyna
3. Operator's e-mail contact adress: [biuro@long-life.pl](mailto:biuro@long-life.pl)
4. The Operator is the Data Controller for your personal data provided voluntarily on the website.
5. The website uses personal data for the following purposes:
  - o conducting online chat conversations
  - o handling inquiries through forms
  - o presenting offers or information
6. The website gathers information about users and their behavior in the following manner:
  - o by collecting voluntarily provided data in forms, which are then entered into the Operator's systems.
  - o by storing cookies files („cookies”) on end-user devices.

### 2. Selected Data Protection Methods Implemented by the Operator:

1. Login and data entry areas are protected using a secure transmission layer (SSL certificate). This ensures that personal data and login information entered on the website are encrypted on the user's computer and can only be decrypted on the destination server.
2. Personal data stored in the database are encrypted in such a way that only the Operator, possessing the decryption key, can access them. This provides protection in case of a database breach.
3. The Operator periodically changes their administrative passwords.
4. To safeguard data, the Operator regularly creates backup copies.
5. A significant aspect of data protection involves the regular updating of all software used by the Operator for processing personal data. This includes regular updates of software components.

### 3. Hosting

1. The service is hosted (technically maintained) on the operator's servers: OVH SAS.

### 4. Your rights and additional information regarding data usage

1. In some situations, the Data Controller has the right to disclose your personal data to other recipients if it is necessary to fulfill a contract with you or to meet the obligations imposed on the Data Controller. This applies to the following groups of recipients:
  - o hosting companies based on entrusting personal data,
  - o operators of online chat,
  - o authorized employees and associates who use data to achieve the purpose of the website's operation,
  - o companies providing marketing services on behalf of the Data Controller.
2. Your personal data processed by the Data Controller will not be retained for longer than is necessary for the activities related to them as specified by separate regulations (e.g., accounting). Regarding marketing data, the data will not be processed for longer than 3 years.
3. You have the right to request from the Data Controller
  - o access to your personal data,
  - o rectification of your personal data,
  - o erasure of your personal data,
  - o restriction of processing,
  - o data portability.

4. You have the right to object to the processing referred to in point 3.3 c) in the case of processing personal data for the legitimate interests pursued by the Data Controller, including profiling. However, the right to object may not be executed if there are compelling legitimate grounds for the processing that override your interests, rights, and freedoms, especially the establishment, exercise, or defense of legal claims.
5. You have the right to lodge a complaint to the President of the Office for Personal Data Protection, St. Stawki 2, 00-193 Warsaw, regarding the actions of the Data Controller.
6. Providing personal data is voluntary but necessary to use the website.
7. Automated decisions, including profiling, may be taken in relation to you for the purpose of performing services under a contract and for the purposes of direct marketing carried out by the Data Controller.
8. Personal data is not transferred to third countries within the meaning of the personal data protection regulations. This means that they are not transmitted outside the European Union territory.

## 5. Information in forms

1. The website collects data voluntarily provided by the user, including personal data if provided.
2. The website may record information about connection parameters (timestamp, IP address).
3. In some cases, the website may store information that facilitates the association of data in the form with the user's email address filling out the form. In such a case, the user's email address appears within the URL of the page containing the form.
4. Data provided in the form are processed for the purpose arising from the specific function of the form, e.g., to process a service request or sales contact, registration of services, etc. Each time, the context and description of the form clearly inform what it is used for.

## 6. Administration's logs

1. Information about user behavior on the website may be liable to logging. These data are used for the purpose of administering the website.

## 7. Significant marketing techniques

1. The Operator employs statistical analysis of website traffic through Google Analytics (Google Inc., based in the USA). The Operator does not transmit personal data to this service provider but only anonymized information. This service relies on the use of cookies on the user's end device. Regarding user preferences collected by the Google advertising network, the user can view and edit this information from cookies using the following tool: <https://www.google.com/ads/preferences/>
2. The Operator utilizes remarketing techniques, allowing for the customization of advertising messages based on the user's behavior on the website. This may create an impression that the user's personal data is being used for tracking; however, in practice, no personal data is transferred from the Operator to advertising operators. The technological prerequisite for such activities is the enabled support for cookies.

## 8. Cookie information

1. The website uses cookies.
2. Cookies are computer data, particularly text files, which are stored on the end user's device of the website and are intended for use with the website's webpages. Cookies usually contain the name of the originating website, the duration of their storage on the end user's device, and a unique number.
3. The entity placing cookies on the end user's device and accessing them is the operator of the website.
4. Cookies are used to achieve the purposes defined above in the section "Significant marketing techniques.
5. Two fundamental types of cookies are used within the website: "session cookies" and "persistent cookies." "Session cookies" are temporary files stored on the end user's device until they log out, leave the website, or close the web browser software. "Persistent cookies" are stored on the end user's device for a duration specified in the cookie parameters or until they are deleted by the user.

6. Web browsing software (web browser) usually allows cookies to be stored on the end user's device by default. Users of the website can change their settings in this regard. Web browsers enable the deletion of cookies, and it is also possible to automatically block cookies. Detailed information on this topic can be found in the help or documentation of the web browser.
7. Limitations on the use of cookies may effect on certain functionalities available on the website's webpages.
8. Cookies placed on the end-user's device may also be used by entities cooperating with the website operator, particularly companies such as: Google (Google Inc., based in the USA), Facebook (Facebook Inc., based in the USA), and Twitter (Twitter Inc., based in the USA).

## 9. Managing cookies – how to grant and withdraw consent in practice

1. If a user does not wish to receive cookies, they can change their browser settings. Please note that disabling cookies that are necessary for authentication, security, and user preference maintenance may hinder, and in extreme cases, may unable using the websites.
2. To manage cookie settings, select the internet browser you are using from the list below and follow the instructions:
  - [Edge](#)
  - [Internet Explorer](#)
  - [Chrome](#)
  - [Safari](#)
  - [Firefox](#)
  - [Opera](#)

Mobile devices:

- [Android](#)
- [Safari \(iOS\)](#)
- [Windows Phone](#)