

Privacy Policy of the Service

The Administrator's goal is also to adequately inform the Users about the rights and obligations related to the processing of personal data, especially in view of the provisions on the protection of personal data specified in the regulation of the European Parliament and the Council (EU) 2016/679 of April 27, 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC (hereinafter referred to as "GDPR"). Therefore, taking care of the privacy of the Service Users, in this document, the Administrator informs about the legal basis for processing personal data provided by Users in connection with their use of the www.bellerdruk.com.pl website (hereinafter referred to as the "Service"), methods of collecting, processing, and protecting personal data, as well as about the rights of the Users.

A User is every individual to whom the data relates, using the www.bellerdruk.com.pl website or electronic services available via the Service.

The Data Administrator of the personal data provided by the User on the www.bellerdruk.com.pl website is Bellerpack Bellerdruk Sp. z o.o. located in Bydgoszcz at ul. Nikłowa 4, VAT No: 9671278448, (hereinafter referred to as "Administrator").

I. User Consent.

1. Using the www.bellerdruk.com.pl Service by the User means that the User accepts that the Administrator collects and uses personal data in accordance with this Privacy Policy.

2. The personal data of the Service User is processed by the Administrator based on their consent, and in some cases described in this document, as part of the legitimate interest of the Administrator. The User has the right to withdraw their consent at any time. Withdrawing consent does not affect the legality of the processing carried out on the basis of consent before its withdrawal.

3. In the event of a change to this Privacy Policy, and if the User continues to use the Service, this is considered as an expression of consent to the current terms of the Privacy Policy.

II. Personal data processed by the administrator.

1. Method of obtaining personal data:

1. The Administrator obtains personal data directly from the User through the Service, using available functionalities and communication tools, as well as through messages sent to the Administrator via the Service.

2. Providing personal data by the User is voluntary.

2. Types of processed personal data:

1. first name and surname,
2. e-mail address,
3. telephone number,
4. message content,
5. message subject,
6. photographs,
7. address data,
8. company name and its contact details, including the tax identification number (NIP).

III. Purposes of personal data processing.

1. The manner in which the Administrator processes data concerning the User depends on how the User uses the Service and the functionalities available therein. The Administrator processes the User's personal data for the following purposes:

1. Communication with the User:

1. The Administrator uses the User's personal data to communicate with him in a personalized manner. The information communicated to the User concerns products or services offered, personal data security, network updates, reminders, as well as offers suggested by the Administrator or its partners. Communication with the User also pertains to User support. Personal data is used to assist the User, solve technical issues, and respond to his complaints or claims.

2. Presenting commercial offers to the User electronically.

1. The purpose of using the User's personal data, provided through the functionalities and communication tools available in the Service, is marketing communication conducted by the Administrator as part of its activity, in particular, presenting commercial offers to the User electronically.

3. Presenting commercial offers to the User via phone contact.

1. The purpose of using the User's personal data, provided through the functionalities and communication tools available in the Service, is marketing communication conducted by the Administrator as part of its activity, especially by presenting commercial offers to the User via phone contact.

4. Sending information to the User electronically as part of subscribing to the Administrator's newsletter.

1. The purpose of the Administrator's use of the User's personal data provided through the newsletter subscription form available in the Service is to inform the User electronically (via e-mail) about new products, services, promotions, or events of the Administrator or its partners.

5. Enabling the User to send comments or opinions.

1. The Administrator uses the User's personal data to allow him/her to comment on/review the activity, services, or products of the Administrator or entities cooperating with him.

6. Forwarding personal data after signing an agreement along with consent to the network of subcontractors to provide a service in accordance with the provisions of the service and the contract.

B. The Administrator and the owner of the service may process the User's personal data obtained through the Service also for the following purposes:

1. To conclude and implement any contract between the User and the Administrator and to serve the User as the Administrator's customer in accordance with Art. 6 (1) (b) GDPR;

2. To conduct financial settlements with the User, who is a customer of the service owner, by virtue of the possible contract concluded between the parties, and also for any claims from the User who is a customer within the legally justified interest of the Service Owner in accordance with Art. 6 (1) (f) GDPR, and to fulfill the Administrator's legal obligations towards tax authorities based on separate provisions in accordance with Art. 6 (1) (c) GDPR;

3. To implement the marketing activities of the Service Owner within the legally justified interest of the Service Owner under Art. 6 (1) (f) GDPR, and also in accordance with declarations of intent regarding marketing communication submitted to the Administrator. Consents given for marketing communication (e.g., sending commercial information electronically or telephone contact for direct marketing purposes) can be withdrawn at any time, without affecting the legality of processing carried out based on consent before its withdrawal;

4. To fulfill the Administrator's legal obligations to the User specified in the GDPR, under Art. 6 (1) (c) GDPR.

IV. Sharing Personal Data

1. The User's personal data will be transferred to entities performing the service determined via the contract, depending on its provisions.

IV. User Rights

2. At every stage of processing their data, the User is ensured a range of rights allowing them to access their data, verify the correctness of data processing, correct it, and they also have the right to object to their processing. The User can request data deletion, restriction of processing, or data transfer.

3. If the User wishes to exercise their rights as a personal data subject, they can contact the Administrator using the following contact details: e-mail: marketing@bellerdruk.com.pl or by mail at 85-453 Bydgoszcz ul. Niklowa 4, Poland.

4. The User whose personal data is processed by the Administrator has the right to lodge a complaint with the supervisory authority responsible for personal data protection (the President of the Office for Personal Data Protection).

"Cookies" File

GENERAL INFORMATION

The www.bellerdruk.com.pl website uses information saved by "Cookie" files, i.e., computer data, stored in end-user devices intended for use with web pages. These files allow the user's device to be recognized and the website to be displayed appropriately to individual preferences. They usually contain the name of the website they come from, their storage time on the end device, and a unique number.

The Cookie mechanism is entirely safe for the devices used by the User.

TYPES OF USED COOKIES

The www.bellerdruk.com.pl website uses the following Cookies:

1. ****Essential****: Necessary for the correct operation of the service - files processed based on the legitimate interest of the administrator (Art. 6(1)(f) GDPR);
2. ****Statistical****: They allow for tracking user traffic on the site, including the number of its visits; used to create anonymous statistics and develop the service functionality - files processed based on the voluntary consent of the user (Art. 6(1)(a) GDPR);
3. ****Preference****: They allow remembering certain choices or preferences of the user to tailor the website to their needs, e.g., language settings, size, or arrangement of individual service elements - files processed based on the voluntary consent of the user (Art. 6(1)(a) GDPR);
4. ****Marketing****: They allow adjusting displayed ads and content to our users' preferences and conducting personalized marketing campaigns - files processed based on the voluntary consent of the user (Art. 6(1)(a) GDPR).

COOKIE STORAGE TIME

Cookies used by the Bellerdruk service are stored in accordance with the information gathered in cookie management: Manage consent.

DETAILED INFORMATION

1. By default, most web browsers available on the market accept the saving of Cookie files.
2. The User has the option to determine the terms of using Cookie files:
 - Using their web browser settings - this means that, for example, they can partially limit (e.g., temporarily) or completely disable the possibility of saving Cookie files on their device. However, in the latter case, it may affect some functionalities of the Service.

Manage consent.

3. Detailed information about changing the settings related to Cookie files and their independent removal in the most popular web browsers is available in the help section of the web browser:

- Internet Explorer,
- Mozilla Firefox,
- Google Chrome,
- Opera,
- Safari.

4. The website www.bellerdruk.com.pl uses the Google Analytics service - detailed information about how Google uses data collected while using websites and applications of our partners is available at the address:
www.google.com/policies/privacy/partners/

5. All matters related to cookie files can be consulted with the Administrator at the e-mail address: marketing@bellerdruk.com.pl

6. The cookie policy may change due to:

- The obligation to introduce changes,
- Changes in the law,
- The scope of cookie files we use.