

I. Data controller, Data Protection Officer and contact details

The controller of your personal data is Gazeta.pl sp. z o.o., with its registered office in Warsaw at ul. Czerska 8/10, 00-732 Warsaw ("Controller"). You may contact the Controller at: biuroreklamy@grupagazeta.pl or in writing at the address indicated above.

The Controller has appointed a Data Protection Officer, who can be contacted at: iod@grupagazeta.pl or in writing at the same address.

II. Purposes and legal bases for data processing

1. Personal data of a **contracting party** operating a sole proprietorship or a civil-law partnership will be processed for the following purposes:

- a) preparing and presenting offers, including documenting necessary actions — the legal basis for processing is taking actions at your request prior to entering into a contract (Article 6(1)(b) GDPR), and for actions initiated by the Controller — the Controller's legitimate interest (Article 6(1)(f) GDPR); legitimate interest consists in enabling the establishment or continuation of a business relationship;
- b) concluding and performing a contract to which you are a party, including documenting necessary actions — the legal basis for processing is necessity to perform the contract or take actions prior to its conclusion (Article 6(1)(b) GDPR);
- c) fulfilling legal obligations imposed on the Controller under generally applicable laws, in particular accounting, tax law, and GDPR — the legal basis for processing is Article 6(1)(c) GDPR in relation to such provisions;
- d) possible establishing, pursuing, or defending against claims — the legal basis for processing is the Controller's legitimate interest (Article 6(1)(f) GDPR); legitimate interest consists in pursuing and defending its rights by the Controller;
- e) conducting analytical and statistical activities in order to prepare offers tailored to your needs, in order to respond to the changing market environment and customer expectations, in order to improve the effectiveness of the activities carried out by the Controller, including the improvement of the products or services offered - the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); legitimate interest consists in improving targeted offers as well as improving the products or services offered;
- f) direct marketing of products or services (if possible in the light of applicable law) – the legal basis for processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); the legitimate interest consists in enabling the Controller to conduct direct marketing of products or services;
- g) to achieve the internal administrative purposes of the Controller and the Agora Capital Group ("**Agora Group**"),² to which the Controller belongs, as well as to ensure compliance with the procedures in force in Controller's organisation and in the Agora Group, as well as for security purposes - the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); the legitimate interest consists in ensuring compliance with the procedures in force at the Controller's organisation and in the Agora Group and ensuring security;
- h) to conduct communication for the purposes specified in this document, as well as for other purposes resulting from the subject of the communication – the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR) or another basis contained in this document related to the purpose of the communication (e.g. Article 6(1)(b) of the GDPR in the scope of communication concerning the performance of the contract); the legitimate interest consists in ensuring the continuity of communication, enabling contact with the Controller;
- i) to share your personal data (indicated in point III.2. below) with Wyborcza sp. z o. o., in order to conduct analytical and statistical activities concerning products or services (if possible in the light of applicable law), to conduct direct marketing of products or services, to prepare and present offers concerning the products or services of each of these companies or packages of products or services/products or shared services by each of them, including joint documentation of necessary activities, as well as in order to maintain a shared database of customers and contact persons – the legal basis for processing is the legitimate interest of the Controller and Wyborcza sp. z o. o. (Article 6(1)(f) of the GDPR); the legitimate interest consists in enabling the Controller and Wyborcza sp. z o. o. to present a joint offer, including the joint implementation of the purposes specified in this paragraph;
- j) internal reporting, as well as analytics and reporting of personal data (indicated in point III.2.a)-c) below) to Agora S.A. for the purposes of efficient and rational management of the Agora Group by Agora S.A. and the possibility of contacting you (if possible in the light of applicable law) – the legal basis for the processing is the legitimate interest of Agora S.A. (Article 6(1)(f) of the GDPR); legitimate interest consists in the efficient and rational management of the Agora Group by Agora S.A. within the framework of internal administrative purposes, including the analysis of interest in the products and services of the Agora Group in order to adapt the offers to the changing market environment and the expectations of contractors, as well as the possibility of contacting you. For more information on the processing of personal data by Agora S.A., please refer to the privacy notice of Agora S.A. (specyfikacje.wyborcza.pl/ZASADY/Agora_S.A._privacy_notice.pdf).

¹ 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**").

² The list of entities from the Agora Group is available at the following address: <https://www.agora.pl/about-agora#slide-grupa-kapitalowa-1>.

Personal data **of contact persons acting on behalf of or for the benefit of a party to the contract (including employees, co-workers, representatives, representatives, contact persons)** will be processed for the purpose of:

- a) preparing and presenting offers or concluding or performing an agreement with an entity on behalf of or for which you act, including documenting the necessary activities – the legal basis for processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); the legitimate interest consists in enabling the establishment or maintenance of further business relationship, as well as the efficient conclusion and performance of the contract;
- b) fulfilling legal obligations imposed on the Controller under generally applicable laws, in particular accounting, tax law, and GDPR — the legal basis for processing is Article 6(1)(c) GDPR in relation to such provisions;
- c) possible establishment, pursuit of claims or defence against claims – the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); legitimate interest consists in enabling the Controller to pursue or defend against claims;
- d) direct marketing of products or services (if possible in the light of applicable law) – the legal basis for processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); the legitimate interest consists in enabling the Controller to conduct direct marketing of products or services;
- e) conducting analytical and statistical activities in order to prepare offers for the entity on behalf of or for which you act, in order to respond to the changing market environment and customer expectations, in order to improve the effectiveness of the activities carried out by the Controller, including the improvement of the products or services offered - the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); legitimate interest consists in improving targeted offers as well as improving the products or services offered;
- f) to pursue the internal administrative purposes of the Controller and the Agora Group, to which the Controller belongs, and in order to ensure compliance with the procedures in force at the Controller's organisation and in the Agora Group, as well as for security purposes - the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR); the legitimate interest consists in ensuring compliance with the procedures in force at the Controller's organisation and in the Agora Group and ensuring security;
- g) to conduct communication for the purposes specified in this document, as well as for other purposes resulting from the subject of the communication – the legal basis for the processing is the legitimate interest of the Controller (Article 6(1)(f) of the GDPR) or other basis contained in this document related to the purpose of the communication (e.g. Article 6(1)(c) of the GDPR in the scope of compliance with legal obligations); the legitimate interest consists in ensuring the continuity of communication, enabling contact with the Controller;
- h) to share your personal data (indicated in point III.2 below) with Wyborcza sp. z o. o. for the purpose of conducting analytical and statistical activities concerning the products or services of both companies, conducting direct marketing of products or services (if possible in the light of applicable law), preparing and presenting offers regarding the products or services of each of these companies or packages of products or services/products or shared services by each of the companies including joint documentation of necessary activities, as well as in order to maintain a shared database of customers and contact persons – the legal basis for the processing is the legitimate interest of the Controller and Wyborcza sp. z o. o. (Article 6(1)(f) of the GDPR); the legitimate interest consists in enabling the Controller and Wyborcza sp. z o. o. to jointly pursue the objectives specified in this point within the framework of joint controllership;
- k) internal reporting, as well as analytics and reporting of personal data (indicated in point III.2.a)-c) below) to Agora S.A. for the purposes of efficient and rational management of the Agora Group by Agora S.A. and the possibility of contacting you (if possible in the light of applicable law) – the legal basis for the processing is the legitimate interest of Agora S.A. (Article 6(1)(f) of the GDPR); legitimate interest consists in the efficient and rational management of the Agora Group by Agora S.A. within the framework of internal administrative purposes, including the analysis of interest in the products and services of the Agora Group in order to adapt the offers to the changing market environment and the expectations of contractors, as well as the possibility of contacting you. For more information on the processing of personal data by Agora S.A., please refer to the privacy information of Agora S.A. ([specyfikacje.wyborcza.pl/ZASADY/Agora S.A. privacy notice.pdf](https://specyfikacje.wyborcza.pl/ZASADY/Agora_S.A._privacy_notice.pdf)).

III. Source and scope of data

1. Personal data were obtained:

- a) directly from you, as a party to the contract or as a contact person or
- b) from another person directly contacting the Controller on your behalf (e.g. from the entity in which you are employed or a person who is responsible for concluding and performing contracts in the entity operated by you) or
- c) from publicly available sources, i.e. in particular from the website or advertisement of the entity you keep, represent or work for, for public registers such as Central Registration and Information on Business, National Court Register.

2. The Controller processes only your personal data that are necessary to achieve the above purposes. The scope of the processed data includes, in particular, the following categories:

- a) identification data (including name, surname, position);
- b) contact data (including phone number, email address, company, Tax Identification Number (NIP), National Business Registry Number (REGON), address);
- c) data on the scope of cooperation (including business conditions and results of cooperation, billing or payment data, activity history, satisfaction survey results, account manager);
- d) communication data (including date, time, IP);
- e) other data concerning the party to the contract or the contact person obtained in relation to the establishment or

maintenance of a business relationship or the conclusion or performance of a contract.

IV. Data recipients

Personal data may be provided to entities providing services to the Controller, such as sales, IT, archiving or document destruction services, accounting, tax, debt collection, legal, consulting, auditing, postal and courier services, as well as correspondence handling, statutory auditors, banks and insurers, as well as entities authorised under the law. Personal data (indicated in point III.2 above) will be shared with Agora S.A. and Wyborcza sp. z o.o. (to the extent that these entities did not have such data, provided that no effective objection to the disclosure of data is filed).

V. Retention period

Personal data will be processed for the period of maintaining business relationships, as well as for the period necessary for the performance of the agreement (if it is concluded). The retention period may be extended each time by the limitation period for claims, if the processing of personal data is necessary for the possible pursuit of claims or defence against such claims by the Controller. After this period, personal data will be processed to the extent and for the period resulting from the provisions of law, in particular accounting regulations. Data processed on the basis of the legitimate interest of the Controller or a third party will be processed until the Controller or a third party achieves individual purposes, unless you have previously objected to the processing. If a business relationship is not established, your personal data will be deleted within 18 months of the attempt to establish a business relationship.

VI. Rights

1. You have right to access the content of the data, including receiving copies thereof and to request its rectification, erasure, restriction of processing and the right to data portability.
2. You have the right to object to the processing of your personal data based on the legitimate interest:
 - a) for direct marketing purposes;
 - b) for purposes other than direct marketing, for reasons related to your particular situation.
3. You also have the right to lodge a complaint with a supervisory authority dealing with personal data protection if you believe that the processing of your personal data violates the provisions of the GDPR. In Poland, it is the President of Personal Data Protection Office (PUODO).
4. In order to exercise the rights, the Controller should be contacted via the contact details indicated in point I. above.

VII. Data requirement

In the case of providing data directly by you, providing data is required by the Controller in order to conclude the agreement (in the event that you are to be a party to it), and failure to provide them will result in the impossibility of concluding and performing it. With regard to the data necessary to fulfil the legal obligations imposed on the Controller, the provision of personal data results from the provisions of law, and failure to provide them will result in the inability of the Controller to perform its obligations. To the extent that the processing does not result from the provisions of law or the contract, the provision of data is voluntary, but the lack of such provision may hinder or prevent the performance of the agreement or the legitimate interests of the Controller or a third party.

VIII. Transfer of data to third countries

The Controller may transfer your data outside the European Economic Area (EEA) - the data may be transferred to India, in relation to IT support provided by a supplier from India (processor). The security measures used in this case are standard contractual clauses concluded with the supplier. At your request, the Controller will make a copy of these security measures available to you at the Controller's registered office referred to in point I. In other cases, personal data is not transferred. Such a transfer will only take place if an adequate level of data protection is ensured, which is established in particular by: cooperation with data processors in countries for which a relevant decision of the European Commission has been issued, the use of standard contractual clauses issued by the European Commission, the application of binding corporate rules approved by the competent supervisory authority and, where necessary, ensuring other safeguards necessary to ensure an adequate level of data protection.

IX. Profiling and automated decisions

Your data will not be used for automated decision-making, including profiling, within the meaning of Article 22 of the GDPR, i.e. to make a decision that produces legal effects or similarly significantly affects you.

You are obliged to ensure that this document is immediately provided to all persons whose personal data you have shared with the Controller.