

## 1. General Information

- This policy pertains to the website [www.firma-mardo.com.pl](http://www.firma-mardo.com.pl)
- The operator of the website and the data controller is Mardo Sp. z o.o. Krasickiego 85, 97-500 Radomsko
- Contact email address: [mardo@firma-mardo.com.pl](mailto:mardo@firma-mardo.com.pl)
- The operator is the administrator of your personal data submitted voluntarily on the website.
- The website uses personal data for the following purposes: a. Handling inquiries via the form b. Fulfilling ordered services c. Presenting offers or information

## 2. Selected Data Protection Methods Used by the Operator

- Login and data entry areas are protected at the transmission layer (SSL certificate). This ensures that personal data and login information entered on the site are encrypted on the user's computer and can be read only on the target server.
- The operator periodically changes its administrative passwords.
- The operator regularly performs security backups.

## 3. Hosting

- The website is hosted (technically maintained) on the servers of the operator: [home.pl](http://home.pl)
- To ensure technical reliability, the hosting company keeps logs at the server level, which may include: a. Resources specified by URL identifiers (addresses of requested resources - pages, files) b. Time of request arrival c. Time of response d. Client station name - identification carried out by the HTTP protocol e. Information about errors that occurred during the HTTP transaction f. URL of the previously visited page (referer link) if the transition to the website occurred via a link g. Information about the user's browser h. Information about the IP address i. Diagnostic information related to the process of self-ordering services via the site's recorders j. Information related to handling emails directed to and sent by the operator

## 4. Your Rights and Additional Information on Data Usage

- In certain situations, the administrator has the right to transfer your personal data to other recipients if necessary to perform a contract with you or to fulfill obligations imposed on the administrator. This applies to the following groups of recipients: a. The hosting company on the basis of entrustment b. Authorized employees and associates who use the data to achieve the purpose of the site's operation
- Your personal data processed by the administrator are not stored longer than necessary to perform related activities specified by separate regulations (e.g., on accounting). For marketing data, it is not processed for more than 3 years.
- You have the right to request from the administrator: a. Access to your personal data b. Rectification c. Deletion d. Restriction of processing e. Data portability
- You have the right to object to the processing of your personal data for the purposes specified in point 3.2, including profiling, but the right to object cannot be exercised if there are legitimate grounds for processing that override your interests, rights, and freedoms, in particular establishing, pursuing, or defending claims.
- You have the right to lodge a complaint with the President of the Office for Personal Data Protection, ul. Stawki 2, 00-193 Warsaw.
- Providing personal data is voluntary but necessary to use the website.

Automated decision-making, including profiling, may be carried out in relation to you for the purpose of providing services under the concluded agreement and direct marketing conducted by the administrator. • Personal data is not transferred to third countries within the meaning of data protection regulations. This means that we do not transfer it outside the European Union.

## **5. Information in Forms**

• The website collects information provided voluntarily by the user, including personal data if provided. • The website can save information about connection parameters (time, IP address). • The website, in some cases, may save information facilitating the connection of data in the form with the user's email address. In such a case, the user's email address appears inside the URL of the page containing the form. • Data provided in the form is processed for the purpose resulting from the function of the specific form, e.g., for service request processing or commercial contact, service registration, etc. The context and description of the form clearly indicate its purpose each time.

## **6. Administrator's Logs**

• Information about user behavior on the website may be logged. This data is used to administer the site.

## **7. Important Marketing Techniques**

• The operator uses statistical analysis of site traffic via Google Analytics (Google Inc., USA). The operator does not provide personal data to the operator of this service, only anonymized information. The service is based on the use of cookies on the user's end device. Users can review and edit information about their preferences collected through Google's advertising network using the tool: [Google Ads Preferences](#)

## **8. Information about Cookies**

• The website uses cookies. • Cookies are IT data, specifically text files, stored on the end device of the website user for the purpose of using the website. Cookies typically contain the name of the website they come from, the storage time on the end device, and a unique number. • The entity placing cookies on the user's end device and accessing them is the website operator. • Cookies are used for the following purposes: a. Maintaining the user session (after logging in), thanks to which the user does not have to re-enter login and password on each subpage b. Achieving the purposes specified above in the "Important Marketing Techniques" section • The website uses two main types of cookies: "session" cookies and "persistent" cookies. Session cookies are temporary files stored on the user's end device until logging out, leaving the website, or turning off the software (web browser). Persistent cookies are stored on the user's end device for the time specified in the cookie parameters or until deleted by the user. • Web browsers usually allow cookies to be stored on the user's end device by default. Users can change these settings. The web browser allows the deletion of cookies. Automatic

blocking of cookies is also possible. Detailed information on this can be found in the help or documentation of the web browser. • Restrictions on the use of cookies may affect some functionalities available on the website. • Cookies placed on the user's end device may also be used by entities cooperating with the website operator, particularly Google (Google Inc., USA), Facebook (Facebook Inc., USA), Twitter (Twitter Inc., USA).

## **9. Managing Cookies – How to Express and Withdraw Consent in Practice?**

• If the user does not want to receive cookies, they can change their browser settings. Disabling necessary cookies for authentication, security, and user preference maintenance processes may hinder and, in extreme cases, prevent the use of websites. • To manage cookie settings, select your web browser from the list below and follow the instructions:

- Edge: [Edge Help](#)
- Internet Explorer: [IE Help](#)
- Chrome: Chrome Help
- Safari: [Safari Help](#)
- Firefox: [Firefox Help](#)
- Opera: [Opera Help](#)
- Mobile Devices:
  - Android
  - Safari (iOS)
  - Windows Phone: [Windows Phone Help](#)