

TABLE OF CONTENTS:

1. GENERAL PROVISIONS
2. BASIS FOR THE PROCESSING OF DATA
3. PURPOSE, BASIS AND PERIOD OF PROCESSING DATA IN THE ONLINE SHOP
4. DATA RECIPIENTS IN THE ONLINE SHOP
5. PROFILING IN THE ONLINE SHOP
6. THE RIGHTS OF THE DATA SUBJECT
7. COOKIES IN THE ONLINE SHOP AND ANALYTICS
8. FINAL PROVISIONS

1. GENERAL PROVISIONS

1.1. This Privacy Policy of the Online Shop is of informative nature, which means that it is not a source of obligations for Service Recipients or Customers of the Online Shop. The Privacy Policy contains, above all, the principles concerning the processing of data by the Controller in the Online Shop, including the basis, purpose, scope and period of personal data processing and the rights of data subjects as well as information regarding the use of cookies and analytical tools in the Online Shop.

1.2. The Controller of the personal data collected via the Online Shop shall be the company AMISELL SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ with registered office in Kraków (registered office and address for service: Karola Bunscha 17/3, 30-392 Kraków) entered into the Register of Entrepreneurs of the National Court Register under the KRS number 0000805670; registration court where the company's documentation is kept: District Court for Kraków-Śródmieście in Kraków, XI Commercial Division of the National Court Register; share capital in the amount of PLN 50,000; NIP: 6762571649; REGON: 384461539, e-mail address: info@amisell.pl - hereinafter referred to as "Controller" and being simultaneously the Service Provider of the Online Shop and the Seller.

1.3. Personal data in the Online Shop shall be processed by the Controller in accordance with the binding legal regulations, in particular the 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) hereinafter referred to as "GDPR" or "GDPR Regulation". The official text of the GDPR Regulation: <http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=CELEX%3A32016R0679>

1.4. Using the Online Shop, including shopping, is voluntary. Similarly, providing personal data by the Service Recipient or the Customer using the Online Shop is voluntary, subject to two exceptions: (1) entering into contracts with the Controller – failure to provide the personal data necessary for the conclusion and performance of the Sales Contract or a contract for the provision of an Electronic Service with the Controller in the cases and within the scope indicated on the website of the Online Shop and the Terms and Conditions of the Online Shop and this Privacy Policy shall result in no possibility to enter into the contract. Providing personal data is a contractual requirement in such a case and if the data subject is willing to enter into the contract with the Controller, they shall be obligated to provide the required data. The scope of the data required to enter into the contract is each time specified in advance on the website of the Online Shop and in the Terms and Conditions of the Online Shop; (2) statutory obligations of the Controller – specifying the personal data is a statutory requirement resulting from the commonly binding legal regulations obligating the

Controller to process the personal data (e.g. processing data to fiscal books and ledgers) and failure to specify the data will render it impossible for the Controller to perform the obligations.

1.5. The Controller assures due diligence to protect the interest of persons being data subjects, in particular being responsible and liable for and assuring that the data collected are: (1) processed in accordance with the Act; (2) collected for specific, legal purposes and not subject to further processing inconsistent with the purposes; (3) correct as regards the subject matter and adequate as regards the purpose of the processing; (4) stored in a form making it possible to identify the people they apply to, no longer than it proves necessary to attain the purpose of processing and (5) processed in a manner ensuring security of the personal data, including the protection against illicit or illegal processing or accidental loss, damage or destruction, with the use of appropriate technical and organizational measures.

1.6. Taking into account the nature, scope, context and purpose of processing as well as the risk of breaching the rights or freedoms of natural persons with varied likelihood and degree of threat, the Controller is implementing appropriate technical and organizational measures so that the processing takes place pursuant to the Regulation and it is possible to show it. The measures are reviewed and updated, as necessary. The Controller applies technical measures preventing the acquisition and modification of personal data sent electronically by unauthorized persons.

1.7. Any words, phrases and acronyms used in this privacy policy starting with a capital letter (e.g. Seller, Online Shop, Electronic Service) shall be understood in accordance with the definition contained in the Terms and Conditions of the Online Shop available on the websites of the Online Shop.

2. BASIS FOR THE PROCESSING OF DATA

2.1. The Controller is authorized to process the personal data in cases, and to the extent, when at least one of the following conditions is met: (1) the data subject consented to the processing of their data to one or more specified ends; (2) processing is necessary for contract performance the data subject is a party to, or to take actions to the request of the data subject, prior to contract conclusion; (3) processing is necessary to meet the legal obligation of the Controller; or (4) processing is necessary for the needs resulting from the legally justified interests of the Controller or third party, except for situations when the interests or basic rights and freedoms of the data subject override such interests and they require personal data protection, especially when the data subject is a child.

2.2. The processing of personal data by the Controller each time requires having at least one basis indicated in item 2.1 of the privacy policy. Specific bases for processing personal data of the Service Recipients or the Customers of the Online Shop by the Controller are specified in the following point of the privacy policy – as regards the specific goal of processing personal data by the Controller.

3. PURPOSE, BASIS AND PERIOD OF PROCESSING DATA IN THE ONLINE SHOP

3.1. Each time, the purpose, basis and period as well as the recipients of personal data being processed by the Controller result from actions undertaken by a given Service Recipient or Customer in the Online Shop

3.2. The Controller may process the personal data in the Online Shop for the purposes, on the bases and within the periods as follows:

Purpose of data processing	Legal basis for processing data	Period of data storage
The performance of the Sales Contract or a contract for the provision of an Electronic Service, or taking actions to the request of the data subject, prior to entering into the above contracts.	Article 6, par. 1, point b) of the GDPR Regulation (contract performance) – the processing is required to perform the Sales Contract of which the data subject is party or to take action to the request of the data subject, prior to entering into the contract.	The data shall be stored for the period necessary for the performance, termination or expiry of a contract entered into in a different manner.
Direct marketing	Article 6, par. 1, point f) of the GDPR Regulation (legitimate interest of the controller) – the processing is required for achieving the goals based on the legitimate interest of the Controller which includes upholding interests and strengthening reputation of the Controller and the Online Shop as well as his commitment for increasing sales of Products	The data shall be stored for the period of the legitimate interest of the Controller, however no longer than the period of limitation of claims as regards the data subject under the business activity of the Controller. The period of limitation shall be specified by legal provisions, in particular the Civil Code (the basic period of limitation in the case of claims related to business activity amounts to three years, and for a Sales Contract two years). The Controller may not process the data for the needs of direct marketing in the case of expressing clear objection in this field by the data subject.
Marketing	Article 6, par. 1, point a) of the GDPR Regulation (consent) – the data subject expressed the consent to process its personal data for marketing purposes by the Controller	The data are stored until the data subject withdraws the consent to further process their data to that end.
Keeping ledgers	Article 6, par. 1, point c) of the GDPR Regulation in relation with Article 74 part 2 of the Accounting Act consolidated text of 30 January 2018 (Journal of Laws of 2018 item 395) – the processing is required for the Controller due to their statutory obligations	The data shall be stored for the legally required period, requesting the Controller to store ledgers (5 years from the beginning of the year following the financial year to which the data relate).
Determining, pursuing or defence of claims on the	Article 6, par. 1, point f) of the GDPR Regulation (legitimate interest of the	The data shall be stored for the period of the legitimate interest of

side of the Controller, or ones that may arise as regards the Controller	controller) – the processing is required for the purposes resulting from the legitimate interests of the Controller which includes determining, pursuing or defence of claims on the side of the Controller, or ones that may arise as regards the Controller	the Controller, however no longer than the period of limitation of claims against the Controller. The period of limitation shall be specified by legal provisions, in particular the Civil Code (the basic period of limitation in the case of claims against the Controller amounts to six years).
Use of the Online Shop website and ensuring its proper functioning	Article 6, par. 1, point f) of the GDPR Regulation (legitimate interest of the controller) – the processing is required for the purposes resulting from the legitimate interests of the Controller which includes operating and maintenance of the Online Shop	The data shall be stored for the period of the legitimate interest of the Controller, however no longer than the period of limitation of claims as regards the data subject under the business activity of the Controller. The period of limitation shall be specified by legal provisions, in particular the Civil Code (the basic period of limitation in the case of claims related to business activity amounts to three years, and for a Sales Contract two years).
Preparing statistics and analysing the manner of the data subject conduct on the website of the Online Shop	Article 6, par. 1, point f) of the GDPR Regulation (legitimate interest of the controller) – the processing is required for the purposes resulting from the legitimate interests of the Controller which includes preparing statistics and analysing the manner of the data subject conduct on the website of the Online Shop in order to improve the functioning of the Online Shop and increase sales of Products	The data shall be stored for the period of the legitimate interest of the Controller, however no longer than the period of limitation of claims as regards the data subject under the business activity of the Controller. The period of limitation shall be specified by legal provisions, in particular the Civil Code (the basic period of limitation in the case of claims related to business activity amounts to three years, and for a Sales Contract two years).

4. DATA RECIPIENTS IN THE ONLINE SHOP

4.1. For the needs of proper Online Shop functioning, inclusive of the performance of the Contracts of Sale entered into, it shall be necessary for the Controller to make use of external companies' services (e.g. software provider, courier, or payment system provider). The Controller uses solely the services of such processing entities which ensure sufficient guarantee to implement appropriate technical and organizational measures so that the processing meets the requirements set out in the GDPR Regulation and protects the rights of data subjects.

4.2. The Controller may provide personal data to a third country, while the Controller ensures that it shall only be a third country which is considered to provide adequate level of protection – in accordance with the GDPR Regulation and that the data subject has a right to get a copy of their data. The Controller provides personal data to a third country only in case and scope necessary to execute a certain purpose of data processing consistent with this privacy policy.

Providing data by the Controller does not take place in every case and not to all the recipients or categories of recipients defined in the privacy policy – the Controller provides the data only in the case it proves necessary to attain a given purpose of personal data processing and solely within the necessary scope.

4.3. Personal data of the Online Shop Service Recipients or Customers may be provided to the following recipients or categories of recipients:

4.3.1. carriers/forwarders/couriers – in the case of a Customer who selects the Online Shop to deliver the Product by post or courier, the Controller makes the collected Customer's personal data available to the selected carrier, forwarder or agent performing shipment for the Controller to the extent necessary to deliver the Product to the Customer.

4.3.2. e-payments or payment card service providers – in the case of a Customer who uses in the

4.3.3. Online Shop the option of e-payment or payment card, the Controller makes the collected Customer's personal data available to the selected payment service provider in the Online Shop for the Controller to the extent necessary to perform the payment of the Customer.

4.3.4. service providers rendering for the Controller technical, IT or organizational solutions, making it possible for the Controller to conduct a business, inclusive of the Online Shop and Electronic Services provided via it (in particular computer software providers for the Online Shop, e-mail companies and hosting providers as well as software providers for company management and technical aid for the Controller) – the Controller makes the collected personal data of the Customer available to the selected provider operating to their order only in the case and to the extent necessary for attaining a given purpose of data processing in accordance herewith.

4.3.5. accounting, legal and consulting services providers rendering for the Controller accounting, legal or consulting services (in particular an accounting agency, law firm or debt collection company) – the Controller makes the collected personal data of the Customer available to the selected provider operating to their order only in the case and to the extent necessary for attaining a given purpose of data processing in accordance herewith.

4.3.6. providers of social plugins, scripts and other similar tools implemented on the Online Shop website enabling the browser of the visitor of the Online Shop to download data from the providers of said plugins (e.g. log in using social network account) and for this purpose making the collected personal data of the visitor available to those providers, including:

4.3.6.1. Facebook Ireland Ltd. – the Controller uses Facebook social plugins on the Online Shop website (e.g. log in using Facebook) and therefore collects and provides personal data of the Service Recipient using the Online Shop website to Facebook Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbor, Dublin 2 Ireland) to the extent and in accordance with the privacy policy available here: <https://www.facebook.com/about/privacy/> (these data include information on activities on the Online Shop website – including information about the device, websites visited, purchases, displayed ads and manner of using these services – regardless of whether the Service Recipient has a Facebook account and is logged in to Facebook).

5. PROFILING IN THE ONLINE SHOP

5.1. The GDPR Regulation obligates the Controller to inform about the automated decision-making process, including profiling referred to in Article 22, par. 1 and 4 of the GDPR Regulation, and – at least in those cases – the vital information concerning the decision-making process as well as the meaning and foreseeable consequences of processing for the person being the data subject. Bearing in mind the above, the Controller specifies in this point of the privacy policy the information concerning the possible profiling.

5.2. The Controller may use profiling in the Online Shop for direct marketing purposes, yet the decisions made on its basis by the Controller do not concern the conclusion or rejection to conclude the Sales Contract, or the possibility to make use of Electronic Services in the Online Shop. The result of profiling in the Online Shop may be e.g. discount for a given person, sending a discount code, reminding about unfinished purchase process, sending Product offers, which may be related to the interests or preferences of the person, or offering better conditions as compared with the standard offer of the Online Shop. Regardless of profiling, the person makes decisions freely, whether they want to use the discount given, or better conditions and buy a product in the Online Shop.

5.3. Profiling in the Online Shop consists in automatic analysis or forecast of the conduct of a given person on the website of the Online Shop, e.g. by adding a given Product to the cart, browsing the page of a given product in the Online Shop, or the analysis of the history of purchase in the Online Shop. The condition for such profiling is for the Controller to have the personal data of the person, so that they can later send them e.g. a discount code.

5.4. The data subject shall have the right not to depend on the decision which is only based on automated processing, including profiling, and has some legal effects on the person or similarly affects them.

6. THE RIGHTS OF THE DATA SUBJECT

6.1. The right to access, rectify, restrict, erase or transmit – the data subject shall have the right to demand the Controller to have access to their personal data, rectify, erase (“the right to be forgotten”) or restrict the processing and shall have the right to object to the processing and transmit their data. Detailed conditions of the above rights shall be indicated in Articles 15–21 of the GDPR Regulation.

6.2. The right to withdraw the consent at any time – the person whose data are being processed by the Controller on the basis of the consent given (pursuant to Article 6, par. 1, point a) or Article 9, par. 2, point a) of the GDPR Regulation), they shall have the right to withdraw their consent at any time without any impact on the compatibility with the right to process made based on the consent prior to the withdrawal.

6.3. The right to lodge a complaint with a supervisory body – the person whose data are being processed by the Controller shall have the right to lodge a complaint with a supervisory body in a manner and mode specified in the provisions of the GDPR Regulation and the Polish law, in particular the Personal Data Protection Act. The supervisory body in Poland shall be the President of the Office for Personal Data Protection.

6.4. The right to object – the data subject shall have the right, at any time, to lodge a complaint – for reasons related to their particular situation – as regards the processing of their personal data based on Article 6, par. 1, point e) (public interest or official authority) or f) (legitimate interest of the

controller) in the case of profiling based on the provisions. The Controller in such a case must stop processing the personal data, unless they show the existence of legally significant and justified bases for the processing, overriding the interests, rights and freedoms of the data subject, or the bases for determining, pursuing or defending the claims

6.5. The right to object as regards direct marketing – in the case the personal data are being processed for the needs of direct marketing, the data subject shall have the right, at any time, to lodge a complaint as regards the processing of their personal data for the needs of such marketing, including profiling, to the extent to which the processing is related to direct marketing.

6.6. To perform the rights mentioned in this point of the privacy policy, one may contact the Controller by sending them an appropriate message in writing or via e-mail to the address of the Controller indicated at the beginning of the privacy policy or using the contact form available on the Online Shop's website.

7. COOKIES IN THE ONLINE SHOP AND ANALYTICS

7.1. Cookies are small pieces of text files sent by the server and saved at the visitor's of the Online Shop (e.g. on the hard disk of a computer, laptop, or smartphone's memory card – depending on the type of device used by the Online Shop's visitor). Detailed information on Cookies as well as the history of their origin can be found e.g. at: <http://pl.wikipedia.org/wiki/Ciasteczko> (https://en.wikipedia.org/wiki/HTTP_cookie).

7.2. Cookies, which can be sent via the Online Shop website, can be divided into various types, according to the following criteria:

With regard to the provider:	With regard to the period of their retention on the appliance of the Online Shop's visitor:	With regard to the purpose of their usage:
1) own (created by the Controller's Online Shop website) and 2) belonging to other persons/third parties (other than the Controller)	1) session cookies (stored till the moment of closing of the Website or a browser) and 2) persistent cookies (having some expiration period, defined by parameters of each file or until they are removed by hand)	1) strictly necessary cookies (enabling proper functioning of the Online Shop website), 2) functional/preferential cookies (enabling adjustment of the Online Shop website to the visitor's preferences), 3) analytical and performance cookies (collecting information on the use of the Online Shop website), 4) targeting, advertising or social cookies (collecting information on the visitor of the Online Shop website in order to display

7.3. The Controller may process information contained in Cookies during visiting of the Online Shop website for the following particular reasons:

Purposes of using Cookies on the Controller's Online Shop website	Identification of the Service Recipients as logged in to the Online Shop and showing them that they are actually logged in (strictly necessary Cookies)
	Saving Products added to the cart to place an Order (strictly necessary Cookies)
	Saving data from the filled-in forms, questionnaires or login data for the

Online Shop (strictly necessary Cookies and/or functional/preferential Cookies)

Keeping anonymous statistics presenting the visitor's behaviours on the Online Shop website (statistical Cookies)

Remarketing, namely evaluating the conduct of visitors of the Online Store through anonymous analysis of their activities (e.g. repeated visits on particular pages, key words etc.) to create their profile and provide them with adverts matching their interests, also when they visit other websites in the advertising network of Google Inc. and Facebook

7.4. Checking in the most popular internet browsers, which Cookie files (including the expiry period of Cookies and their provider) are being sent in a given moment by the Online Shop website can be done, as follows:

In Chrome browser: (1) in the address bar, click the 'locked' icon on the left, (2) go to the benchmark „Cookie files”.	In Firefox browser: In Firefox browser: (1) in the address bar, click the 'shield' icon on the left, (2) go to the benchmark „Allowed” or „Blocked”, (3) click the button „Tracking cookies between websites”, „Tracing elements of social networks or „Content with tracing elements”	In Internet Explorer browser: (1) Click „Tools” menu, (2) go to „Internet options” benchmark, (3) go to „General” benchmark, (4) then go to „Settings”, (5) click the button „Display files”
In Opera browser: (1) in the address bar, click the 'locked' icon on the left, (2) go to the benchmark „Cookie files”.	In Safari browser: (1) in the address bar, click the 'locked' icon on the left, (2) go to the benchmark „Cookie files”.	Independent of the browser used, you can apply tools available e.g. at: https://www.cookieindex.com/ or: https://www.cookie-checker.com/

7.5. As a standard, most internet browsers on the market accept saving Cookies by default. Every person has the possibility to specify the conditions of using Cookies in the browser settings. It means that one may, e.g. partially restrict (e.g. temporarily) or fully disable saving Cookies – in the latter case it may have an impact on some functionalities of the Online Shop (for instance it may prove impossible to go through the Order using the Order Form owing to failure to save the Products in the cart in the course of subsequent stages of Order placement).

7.6. The browser settings concerning Cookies are essential as regards the consent to use Cookies by our Online Shop – in accordance with the law, such consent may also be expressed in the browser settings. In view of lack of such consent, change the browser setting accordingly as regards Cookies. Detailed information concerning the change in Cookies settings and their individual removal in the most common browsers is available in the help section of the browser and the following websites

(click the link):

[Chrome](#)

[Firefox](#)

[Internet Explorer](#)

[Opera](#)

[Safari](#)

[Microsoft Edge](#)

7.7. The Controller may use Google Analytics, Universal Analytics services in the Online Shop, which are provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland). The services help the Controller to analyze the frequency of visits in the Online Shop. The data collected are processed under the above services to generate statistics helpful while administering the Online Shop. The data are of collective nature. Using the above services in the Online Shop, the Controller collects such data as the sources and medium of acquiring visitors of the Online Shop and the manner of their conduct on the website of the Online Shop, information concerning their devices and browsers used to visit the website, IP and domain, geographical data and demographic data (age, sex) and interests.

7.8. It is possible to easily block sharing information with Google Analytics as regards the activity on the website of the Online Shop – install to that end an opt-out add-on made available by Google Ireland Ltd. available at: <https://tools.google.com/dlpage/gaoptout?hl=pl>

8. FINAL PROVISIONS

8.1. The Online Shop may contain links to other websites. The Controller encourages that at the time of being transferred to other websites, become familiar with the privacy policy. This privacy policy shall apply only to the Online Shop of the Controller