

PRIVACY AND COOKIES POLICY

This Policy provides basic information about the purposes, processing and security of your personal data as a user of the website: greencottage.eu (hereinafter referred to as the Party). By reading the Privacy Policy you will learn who is the administrator of your personal data, what personal data is collected by the Party, for what purposes it is used and how it is protected.

§1 Basic Information.

(1) The administrator of your personal data is: Green Cottage Group Leszek Łyssowski Sp.J, 15b Gospodarska Street, 61-313 Poznań, NIP: 7822570767, Regon: 302695505, KRS: 0000505023 REGON SĄD REJONOWY POZNAŃ - NOWE MIASTO I WILDA W POZNANIU, VIII WYDZIAŁ GOSPODARCZY KRAJOWEGO REJESTRY SĄDOWEGO - ("ADMINISTRATOR").

(2) Contact with the Administrator is possible via:

- 1) e-mail: info@greencottage.eu
- 2) by phone: +48 61 64 19 110

§2 Rules of data processing.

(1) The Administrator shall process personal data in accordance with the following principles:

- 1) on a legal basis and in accordance with the law (legalism);
- 2) fairly and honestly (reliability);
- 3) in a transparent manner for the data subject (transparency);
- 4) for specific purposes and not "in stock" (minimization);
- 5) not more than necessary (adequacy);
- 6) with care for the accuracy of the data (correctness);
- 7) no longer than necessary (timeliness);
- 8) ensuring adequate data security (security).

§3 Objectives, legal basis and scope of data processing.

(1) We will process your data:

- 1) for contact purposes in order to provide you with a response to your message sent to us directly by e-mail or through a form on the basis of the realization of the Administrator's legitimate interest related to the need to respond to you.
- 2) for technical purposes using cookies (technical cookies), based on the realization of the Administrator's legitimate interest related to the proper operation and functioning of the Site.
- 3) for statistical and analytical purposes, if you have consented to our use of cookies for analytical purposes (analytical cookies).
- 4) for marketing purposes, if you have consented to our use of cookies for marketing purposes (marketing cookies).
- 5) for the purposes of our company profile on social media (such as Facebook / Instagram) according to the rules set by the owners of the relevant medium (portal) and to inform you there about our products, promotions and other news about our business, which we consider to be our legitimate concern.

2. we process your data in terms of:

1) if you send us an e-mail then we will process the data it contains. Providing us with the data in the e-mail is done voluntarily. You can ask us to delete this data at any time. 2) if you use the contact form on our website then we will process the data in the form of your e-mail address and first name. Provision of this data is a condition for us to respond to your inquiry.

3) other data that the Administrator processes is your IP address and other data stored in cookies. You decide to what extent we can use cookies with your data. Providing us with data in this way is done voluntarily. You can change your preferences at any time. You can do this in your web browser or by deleting stored cookies from our Site.

4) if you like or otherwise join our social media profile (e.g. Facebook) we will process your data that you have provided in that medium and to which we will have access. You may terminate your subscription to our profile to complete the processing.

5) Third-party partner APIs: Our site may use APIs (application programming interfaces) provided by third-party partners to integrate various functionalities such as maps, analytics, advertising or social media services. The use of these APIs may lead to the creation of additional cookies or the use of existing cookies to process user data. Third-party partners may store and process this data in accordance with their own privacy policies.

§4 Recipients of data and intent to transfer data to you outside the EEA or to an international organization.

(1) The recipients of your personal data are:

1) if you have consented to marketing cookies, your data stored in cookies, will be transferred to our advertising partners.

2) if you have consented to analytical cookies, your data stored in cookies, will be processed by the provider of software to analyze the traffic of our website (such as Google Analytics)

3) Your data is not transferred to countries outside the EEA or international organizations, except to the partners listed below:

1) Google Inc. based in the U.S. for the analytics of website traffic in the Google Analytics system and the provision of additional functions (such as Google Maps, Google Search Console) related to the proper functioning of the website and the display of search results. See how Google processes and protects your data. This browser add-on will allow you to manage the scope and level of access to the data collected by Google Analytics.

2) Google Inc. based in the U.S. for advertising and measuring its effectiveness in the Google Ads system. See how Google processes and protects your data. Here you can manage your preferences and information in the Google Ads system.

3) Facebook Inc. based in the US for account maintenance and access to data on social networks (Facebook, Instagram), ads and measuring their effectiveness related to the installation of the Facebook pixel on the site and the Conversion API. See how Facebook processes and protects your data.

§5 Data retention period.

We are unable to determine for how long we will process your personal data. If you have provided us with your data in a form or email for contact purposes then we will process your data until you request the deletion of that data or object to the processing, but also in the event that we consider that we have fulfilled the legitimate interest of the Administrator.

§6 Users' rights.

(1) In connection with the processing of your data, you have the following rights:

1) access to the content of your data, and

- 2) the right to rectification, deletion, restriction of processing,
- 3) the right to data transfer,
- 4) the right to objection,
- 5) the right to withdraw consent to their processing at any time and in any form, unless the processing of your data is carried out for the purpose of performance of a contract by the Administrator, in order for the Administrator to comply with its legal obligations to state institutions, or in order to pursue the Administrator's legitimate interests.

(2) You also have the right to lodge a complaint to the President of the Office for Personal Data Protection (to the address of the Office for Personal Data Protection, 2 Stawki Street, 00-193 Warsaw).

(3) You may obtain more information on the subject of personal data protection on the website of the Office for Personal Data Protection: www.uodo.gov.pl.

§7 Information about cookies

(1) We use cookies on our website.

(2) Cookies (cookies) are small text files stored on users' devices while browsing the website. They are used to facilitate the use of our site, improve the quality of our services and enable analysis of user traffic and behavior.

(3) Cookies can be permanent (persistent) or temporary (session). Permanent cookies are stored on the user's device for a specified period of time or until the user deletes them. Temporary cookies are deleted when you close your browser.

(4) We use our own cookies and third-party cookies. Proprietary cookies are used to ensure proper operation of the site, personalize content, record user preferences and analyze statistics. Third-party cookies are used by third-party analytics, advertising and social media integration tools.

(5) Users have the right to control and restrict how cookies are used on our site. Most web browsers allow you to manage cookies, including blocking, restricting or deleting cookies. Please refer to your browser settings for details on how to manage cookies.

(6) Please note that disabling or restricting cookies may affect the functionality of the site and the quality of services provided.

(7) We use different types of cookies on our site to better adapt to users' needs and ensure optimal use of the site.

(8) technical cookies: They are necessary for the proper functioning of the site. They allow us to maintain user sessions, handle forms, remember preferences and ensure site security.

(9) marketing cookies: They allow personalization of advertisements and conduct remarketing activities that are tailored to users' interests and preferences. They are also used to measure the effectiveness of advertising campaigns and optimize advertising content.

(10) analytical cookies: They are used to collect information about how users use the site, such as the number of visits, pages visited, time spent on the site or source of traffic. The data obtained helps analyze and optimize the site, improving its performance and tailoring content to users' needs.

§8 Why do we use cookies?

1. website comfort: Cookies (cookies) can significantly affect the comfort of the website.

2. content personalization: Cookies allow us to customize the content displayed to the user's preferences and interests, making the website more attractive and useful.

3. Remembering settings: Cookies allow the site to remember the user's selected settings, such as language, layout or color scheme, making the site faster and more convenient to use.

4. Logging in: Cookies allow the site to store information about a logged-in user, allowing the user to easily switch between different sections of the site without having to log in again.

5. session maintenance: Cookies allow the site to track user activity on different pages, allowing users to easily return to recently visited sections or continue unfinished activities such as filling out forms.

6 Performance optimization: Cookies can be used to analyze traffic and user behavior on the site, which helps optimize its performance and deliver quality content.

7 Ads: Cookies allow us to display personalized ads that are tailored to your interests and needs. As a result, ads are less intrusive and more relevant.

8 Social media integration: Cookies allow integration with social media sites, such as Facebook, Twitter and Instagram, so you can easily share content and use additional features such as commenting and liking.

§9 Functions of technical cookies

1. Maintaining user sessions: Technical cookies allow the user's session to be maintained as he or she navigates the site, allowing the user to move between different sections of the site without having to log in or enter the same information again.

2. remembering user preferences: Technical cookies allow the site to store information about user preferences, such as the language selected, font size, color settings or other personalization elements.

3. Form handling: Technical cookies support the functioning of forms on the site, such as login, registration or contact forms, ensuring that the data entered by users is processed correctly.

4 Optimization of site performance: The use of technical cookies makes it possible to monitor the performance of the site and the loading speed of individual elements, thus optimizing and improving the quality of the services provided.

5 Security: Technical cookies help to ensure the security of the site and its users, for example by verifying the identity of users, detecting intrusion attempts or protecting against CSRF (Cross-Site Request Forgery) attacks.

§10 Functions of analytics cookies

1. Measuring website traffic: Analytics cookies allow you to monitor the number of visits, unique users and pageviews, which gives you an overall picture of your site's popularity and performance.

2. Analyzing user behavior: With analytics cookies, you can collect information about how users navigate the site, such as time spent on individual pages, navigation paths and where they leave the site.

3 Conversion optimization: Analytics cookies help identify elements of the site that affect the effectiveness of achieving business goals, such as registering, placing an order or filling out a contact form.

4 User segmentation: The use of analytics cookies makes it possible to group users according to different criteria which allows better tailoring of content and offerings to the needs of specific segments.

5. A/B Testing: Analytics cookies are used to perform A/B testing, which involves comparing two versions of a website to see which one better meets the objectives. These tests help optimize the appearance, functionality and content of the website.

§11 Functions of advertising cookies

1 Personalized advertising: Marketing cookies enable you to display ads tailored to your interests, preferences and browsing history, making them more attractive and effective.

2. Remarketing: With marketing cookies, you can track users who visited the site but did not complete a purchase or other action, and retarget them with ads to encourage them to return to the site and complete the transaction.

3 Measuring the effectiveness of ads: Marketing cookies allow you to monitor the performance of your ad campaigns, such as the number of clicks, conversions or impressions, so you can optimize your marketing strategy.

4. Managing ads across multiple channels: The use of marketing cookies makes it easier to coordinate and integrate advertising efforts across different channels, such as search engines, social media and partner sites.

5 Testing and optimization of advertising content: Marketing cookies are used to conduct A/B testing and other analytics to assess what messages, formats or advertising creative are most effective and engaging for users