

## Privacy policy and personal data protection

### §1

#### General provisions

1. This Privacy Policy, hereinafter referred to as "Policy", defines the principles of processing and protection of personal data provided by Customers in connection with their use of services provided via the website [zestcreations.pl](http://zestcreations.pl) and [zest.agency](http://zest.agency)
2. We respect the right to privacy and we care about data security. For this purpose, among others, secure communication encryption protocol (SSL).
3. Personal data provided in the order form are treated as confidential and are not visible to unauthorized persons.
4. The policy is an integral part of the regulations of the [zestcreations.pl](http://zestcreations.pl) website.

### §2

#### Administrator of personal data

1. The administrator of personal data is ZEST Sp. z o.o. with its registered office in Aleksandrów Łódzki (postal code: 95-070) at Szatonia 28A Street, NIP (Taxpayer ID Number): 7322206426, National Registry of Court XX Wydział Gospodarczy Krajowego Rejestru Sądowego, email address [info@zestcreations.pl](mailto:info@zestcreations.pl) and addresses and contact numbers indicated on the Website in the "Contact" tab.
2. In matters related to personal data, please contact [info@zestcreations.pl](mailto:info@zestcreations.pl).

### §3

#### Personal data protection

1. Personal data is processed:

1) in accordance with the applicable provisions on the protection of personal data

2) in accordance with the implemented Policy

2. Personal data is processed in order to implement the contract, the rights and obligations arising from it and to claim on its basis. The legal basis for processing is art. 6 par. 1 lit. b. GDPR.

3. In the case of processing personal data regarding the newsletter, the legal basis of the processing is art. 6 par. 1 lit. a. GDPR.

4. The data will be kept for the duration of the contract and for the period necessary to establish and assert claims or defend against reported claims.

5. Customer's personal data may be provided:

1) system suppliers with whom the Personal Data Controller cooperates,

2) entities operating postal or courier in order to provide correspondence,

3) entities authorized by law, on a documented request.

6. The customer has the right to access personal data, rectify them, delete or limit processing, as well as the right to object to the processing, and the right to transfer the data and the right to lodge a complaint to the supervisory body (ie: the President of the Office for Personal Data Protection).

7. Providing personal data is voluntary, but it is a condition for the conclusion and implementation of the contract.

8. Personal data will be processed in an automated manner, also in the form of profiling. Profiling will be aimed at enabling the preparation of the best, personalized offer and dedicated advertising, as well as personalizing content and advertising and analyzing traffic on the website.

9. The controller of personal data has no intention of transferring personal data to a third country or an international organization.

### §3.

#### Cookies

1. The website uses cookies. These are small text files sent by the web server and stored by the browser computer software. When the browser reconnects with the site, the site recognizes the type of device the client connects to. Parameters allow reading information contained in them only to the server that created them. Cookies therefore make it easier to use previously visited websites.

2. The information collected relates to the IP address, type of browser used, language, type of operating system, Internet service provider, time and date information, location and information sent to the website via the order form.

3. The collected data is used to monitor and check how customers use our website to improve its functioning, providing more effective and problem-free navigation.

4. We monitor customer information using the Google Analytics tool that records customer behavior on the website.

5. Cookies identify the client, which allows the content of the website he uses to be adapted to his needs. By remembering his preferences, he makes it possible to match ads addressed to him. We use cookies to guarantee the highest standard of convenience of our website, and the collected data is used only to optimize activities.

6. We use the following files on our website

7. Cookies:

1) "necessary" cookies, enabling the use of services available on the website, e.g. authentication cookies used for services that require authentication on the website,

2) cookies used to ensure security, e.g. used to detect fraud in the field of authentication within the website,

3) "performance" cookies, enabling the collection of information on the use of websites,

- 4) "functional" cookies, allowing "remembering" the settings selected by the Customer and personalizing the Customer's interface, eg in terms of the language or region of the Customer's origin, size of the font, appearance of the website, etc .;
- 5) "advertising" cookies, enabling delivery of advertising content to customers more tailored to their interests.

8. The customer can at any time disable or restore the option of collecting cookies by changing the settings in the web browser. The instructions for managing cookies are available at: <http://www.allaboutcookies.org/manage-cookies>.

9. Additional personal data, such as an e-mail address, are collected only in places where the Customer expressly consented to it by completing the form. The above data is retained and used only for the needs necessary to perform a given function.