

Privacy Policy

I. Identity of the Personal Data Controller

The controller of your personal data is PROIDEA Limited Liability Company based in Krakow, Zakopianska 9, 30-418 Krakow, which operates the internet service promoting conferences and the activities of the Controller and manages the conference.

II. Contact Details

You can contact the Controller regarding data protection matters via:

1. Postal address: Zakopianska 9, 30-418 Krakow;
2. Email address: biuro@proidea.org.pl.

III. Purposes of Processing and Legal Basis for Processing Personal Data

The purposes of processing your personal data will depend on the nature of the relationship between you and the Controller. Please note that you may simultaneously fulfill one, several, or all of the roles below, meaning that potentially all the information below may apply to you.

1. The personal data of **Clients or representatives of Clients** (individuals entering into agreements with the Controller based on the Rules and registering Participants for conferences) will be processed for the following purposes:

- 1) **Facilitating the registration of a Participant's attendance at the conference in accordance with the Rules**, which constitutes the performance of a contract governed by the provisions of the Rules (Article 6(1)(b) of the GDPR). Without processing personal data, it would not be possible to register the Participant's attendance at the conference.

During the registration stage of participation in the conference, providing certain appropriately marked personal data is voluntary, and the basis for their processing to enable the Administrator to obtain information about the source of interest in the conference for the purpose of optimizing promotional activities for the conference will be the consent of the data subject (Art. 6(1)(a))

GDPR), expressed through explicit confirmation action by completing data marked as voluntary.

- 2) **Compliance with legal obligations related to the performance and settlement of the contract (e.g., issuing and recording invoices)** - [Article 6(1)(c) of the GDPR in conjunction with the Value Added Tax Act (in particular Article 112) and tax regulations, in particular, Article 86]. From the universally applicable regulations, it follows that there is an obligation to retain documentation related to the execution of the contract even after its termination. Therefore, you should be aware that your personal data will not be deleted immediately after the completion of the contract.
- 3) **Conducting satisfaction surveys and improving the quality of services** provided, which constitutes a legitimate interest of the Controller in improving the quality of services provided (Article 6(1)(f) of the GDPR). We aim to ensure that our services meet our client's expectations, which is why we may occasionally ask for your opinion on our services. However, if you decide not to share your opinion with us, you have the option to object to the processing of your personal data for this purpose.
- 4) **Sending commercial information about the services and activities of the Controller via electronic mail**, but only with the consent of the data subject, which constitutes the legitimate interest of the Controller in promoting its activities (Article 6(1)(f) of the GDPR). These messages will contain information that will enable us to build positive relationships with our clients and encourage them to collaborate with us. Granting consent for such contact is entirely voluntary and depends entirely on your decision.
- 5) **Transferring data to Partners for the purpose of sending commercial information about the services, activities, and job offers of Partners via electronic mail**, but only with the consent of the data subject for the purpose of sending commercial information (Article 6(1)(a) of the GDPR). These messages will contain information that will enable our partners to build positive relationships with our clients and initiate cooperation with them. Granting consent for such contact is entirely voluntary and depends entirely on your

decision. After the data is shared, the partners become separate data controllers, processing the personal data for their own purposes.

- 6) **Establishing, pursuing, or defending against claims**, which constitutes the legitimate interest of the Controller (Article 6(1)(f) of the GDPR), which involves protecting our rights in the event of a potential legal dispute at the pre-trial or judicial stage. For this purpose, we may retain, among other things, information from correspondence, details about conducted conferences, and other information that we deem useful in the event of a potential dispute.

2. The personal data of **Participants** (individuals entitled to participate in the conference) will be processed for the following purposes:

- 1) **Managing participation in the conference, identifying Participants, and contacting Participants**, which constitutes the legitimate interest of the Controller (Article 6(1)(f) of the GDPR), which is based on organizing conferences as part of the Administrator's ongoing operational activities. The processing of personal data is necessary to achieve this goal.

If the Participant does not register for the conference personally, their personal data will be obtained from the Client. We will process the Participant's personal data, including (1) name and surname, (2) email address, (3) telephone number, (4) company/organization, (5) position, (6) selected meal type during the conference (if applicable).

- 2) **Capturing the image of Participants in recordings and photographs** for promotional and advertising purposes of the Controller's activities on social media and the Controller's websites, which constitutes the legitimate interest of the Controller (Article 6(1)(f) of the GDPR) in promoting their activities.
- 3) **Sending commercial information about the services and activities of the Controller via electronic mail**, but only with the consent of the data subject, which constitutes the legitimate interest of the Controller in promoting its activities (Article 6(1)(f) of the GDPR). These will be messages containing information that will allow us to build positive relationships with Participants and encourage them to cooperate with us. Giving consent for such contact is

entirely voluntary and depends entirely on your decision.

- 4) **Transferring data to Partners for the purpose of sending commercial information about the services and activities of Partners via electronic mail**, but only with the consent of the data subject for the purpose of sending commercial information (Article 6(1)(a) of the GDPR). These will be messages containing information that will enable Partners to build positive relationships with Participants and establish cooperation with them. Giving consent for such contact is entirely voluntary and depends entirely on your decision. After data is transferred, Partners become separate data controllers, processing the data for their own purposes.

3. The personal data of **Speakers** will be processed for the purpose of:

- 1) **Verifying the potential and predisposition to participate in the conference as a Speaker**, which constitutes the legitimate interest of the Controller (Article 6(1)(f) of the GDPR) and relates to the organization of conferences as part of the Administrator's ongoing operational activities.

4. The personal data of **website users** will be processed for the following purposes:

- 1) **Contacting users regarding the Controller's activities and providing responses to inquiries from individuals contacting us**, which constitutes the legitimate interest of the Controller in being able to communicate regarding the Controller's activities (Article 6(1)(f) of the GDPR).
- 2) **Conducting analyses of user activity and preferences to improve the functionalities used**, provided that the user consents to it using the cookie management tool (Article 6(1)(a) of the GDPR), as well as **conducting marketing activities based on information from cookies**, if the user consents to it (Article 6(1)(a) of the GDPR). Achieving these goals is possible through cookies that we may collect on our website, but only with consent expressed by adjusting the choices using the cookie management tool.
- 3) **Ensuring network security, including preventing unauthorized access to electronic communications and preventing damage to computer systems**,

which constitutes the legitimate interest of the Controller in being able to operate the service securely (Article 6(1)(f) of the GDPR).

IV. Categories of Personal Data Recipients

Your personal data will also be processed by the following entities with whom we cooperate:

- 1) Entity providing the platform for registering participation in the conference (Eventory), namely 6Connex International Limited Liability Company, ul. Zabłocie 25, 30-701 Krakow.
- 2) Entity providing hosting services.
- 3) Entities providing legal support, accounting services, tax services, and other advisory, analytical, and marketing services.
- 4) Entities providing postal or courier services.
- 5) Bank and payment operators.
- 6) Other conference participants if you interact with them in specified interactions.

Additionally, if you, as a Client or Participant, consent to the transfer of your personal data to Partners for the purpose of processing your personal data for sending marketing information about the services and activities of Partners via electronic mail, the recipients of your personal data in the scope of name, surname, email address, organization, and position will be Partners. The list of Partners is available at the following address: <https://bstack.pl/>.

V. Period of personal data storage

Your personal data processed for the purpose of:

- 1) **enabling the registration of the Participant's participation in the conference according to the rules specified in the Rules**, will be processed until all obligations arising from the agreement are fulfilled;
- 2) **performing legal obligations related to the implementation and settlement of the agreement (e.g., issuing and recording invoices)**, will be processed for the period of limitation of the tax obligation, with effect until the end of the calendar year;
- 3) **conducting satisfaction surveys and improving the quality of services provided**, will be processed on an ad hoc basis, and then according to the purpose of contacting

in matters related to the Administrator's activity, unless you object to the processing of personal data for this purpose beforehand;

- 4) **sending commercial information about the services and activities of the Administrator via email**, will be processed until the withdrawal of consent or objection to the processing of personal data is expressed. We may also decide to stop sending such information earlier if we deem that such communication is ineffective. It is also possible to withdraw consent earlier for the implementation of this processing purpose, which will result in the cessation of personal data processing;
- 5) **transferring data to Partners for the purpose of sending commercial information about the services, activities, and job offers of Partners via email**, will be processed until the data is transferred or until consent is withdrawn, which does not affect the legality of the processing carried out before consent was withdrawn. It is also possible to withdraw consent earlier for the implementation of this processing purpose, which will result in the cessation of personal data processing;
- 6) **establishing, investigating, or defending against claims**, will be processed until the claims are time-barred or until the possibility of imposing an administrative fine expires;
- 7) **handling conference participation, identifying Participants, and contacting Participants**, will be processed for the duration of the conference organization;
- 8) **recording the image of Participants in recordings and photographs**, will be processed for long-term purposes depending on the business needs of the Administrator (generally 2-3 years), with the possibility of objecting to processing by the data subject;
- 9) **verifying the potential and predisposition to participate in the conference as a Speaker**, will be processed until a final decision is made to create a list of conference speakers or a decision is made regarding the establishment or lack of possibility of establishing cooperation with the Speaker, with the possibility of objecting to processing by the data subject;
- 10) **contacting regarding the activities of the Administrator and providing responses to inquiries from individuals contacting us**, will be processed for a period allowing for the continuity of correspondence. Then, this personal data may be archived and stored in accordance with the retention period for the purpose of establishing, investigating, or protecting against claims;

- 11) **conducting user activity analyses and preferences to improve the functionalities used, as well as conducting marketing activities based on information from so-called cookie files**, will be processed for the period indicated in the cookie file management tool, generally no longer than one year. It is also possible to withdraw consent earlier for the implementation of this processing purpose, which will result in the cessation of personal data processing;
- 12) **ensuring network security, including preventing unauthorized access to electronic communications and preventing damage to computer systems**, will be processed on an ad hoc basis to ensure an adequate level of security.

VI. Rights related to the processing of personal data

In connection with the processing of your personal data, you have the right to:

- 1) access your data (Art. 15 GDPR)
- 2) rectify data (Art. 16 GDPR)
- 3) erase data (Art. 17 GDPR)
- 4) restrict data processing (Art. 18 GDPR)
- 5) data portability (Art. 20 GDPR)
- 6) object to data processing (Art. 21 GDPR)
- 7) not to be subject to decisions based solely on automated processing, including profiling (Art. 22 GDPR)

Each time the legal basis for processing your personal data is consent, you may withdraw it at any time, but this does not affect the legality of the processing carried out before the withdrawal of consent.

You can exercise these rights in accordance with the rules set out in the GDPR, after prior contact with the Administrator.

VII. Transfer of personal data outside the European Economic Area

Your personal data may be transferred to recipients outside the European Economic Area (EEA) (so-called recipients from third countries) in accordance with the provisions of Chapter V of the GDPR. The recipient of your personal data outside the European Economic Area may be, in particular, Google Ireland Limited, Meta Platforms Ireland Limited, LinkedIn

Ireland Unlimited Company, which may process personal data outside the European Economic Area. Therefore, the transfer of your personal data to a third country may take place based on the following legal mechanisms:

- 1) a decision of the European Commission determining an adequate level of protection of personal data by a third country – the Administrator transfers personal data to entities based in the United States, where, according to the decision of the European Commission C 2023 4745 of July 10, 2023, an adequate level of protection of personal data is ensured with regard to entities listed in the Data Privacy Framework. The decision is available in the European Union Legal Acts Database at <http://eur-lex.europa.eu>;
- 2) standard contractual clauses - the Administrator transfers personal data to entities outside the EEA that have undertaken to apply standard contractual clauses and ensure an adequate level of protection of the received personal data. Currently, the decision of the European Commission on standard contractual clauses applies, i.e., decision 2021/914 of June 4, 2021. The decision is available in the European Union Legal Acts Database at <http://eur-lex.europa.eu>.

VII. Right to lodge a complaint

If you believe that the processing of your data is unlawful, you have the right to lodge a complaint with the supervisory authority – the President of the Personal Data Protection Office. However, we respect your privacy, so we recommend that you contact us before taking such actions – we will certainly find a solution.

COOKIE POLICY AND INTERNET TAGS

IX. Cookies

We use cookies on our website. Cookies are small pieces of text that a website sends to a browser and that the browser sends back during subsequent visits to the website. Cookies usually do not allow for the direct identification of the user. We distinguish three types of cookies:

- 1) **Session cookies** – temporarily stored in the browser's memory until the browser is closed. These are files necessary for the correct functioning of some applications and functionalities;
- 2) **Persistent cookies** – facilitate the use of websites (remember user preferences). They remain in the browser's memory for a longer period;
- 3) **Third-party cookies** – come from advertising servers or servers of service providers cooperating with the website owner. They usually allow for the customization of ads to the user and allow for the assessment of the effectiveness of ads.

If the above information has interested you and you want to learn more about the detailed rules of operation of cookies, we encourage you to read the information about cookies on Wikipedia. Information about cookies can also be found on the website wszystkoociasteczkach.pl. We also encourage you to contact us by email regarding this matter.

Purposes of storing and accessing cookies. Information about third-party tools.

Purpose	Examples of cookie usage
Remembering settings	They store information about settings selected by the user of the website. For example: "NID" and "cookies_accepted".
Analytics	They help understand how users use the website by collecting information and generating statistics reports. These cookies may also, in conjunction with other cookies, allow for the display of more relevant ads. For example: "_ga".
Security	They limit data collection if too many user requests are received on the website. In such a situation, some user requests are blocked. For example: "SID" and "HSID".
Session state	They remember how users use the website. They store the session identifier and group the entire session activity for the website user. They help improve services and increase the convenience of using the website. For example: "PHPSESSID".
Advertisement	They allow for the customization of ads to users and provide reports on the effectiveness of advertising campaigns. For example: "IDE", "NID", "ANID" and "SID" provided by Google.

The scope and purposes of the cookies we use depend on your consent, which is expressed through the cookie file management tool (Art. 6(1)(a) GDPR). You may withdraw this

consent at any time, but this does not affect the legality of the processing carried out before the withdrawal of consent.

X. Google Analytics

The service uses Google Analytics, a network analysis tool offered by Google Ireland Limited ("Google"). Google Analytics uses cookies stored on the computer to use the service. Information about how the user uses the service, as well as demographic, geolocation, and interest information, is typically sent to the Google server in the United States and stored there. The service uses IP anonymization. This means that the IP address will be shortened in advance by Google in EU Member States or in other countries outside the European Union that are signatories to the European Economic Area Agreement. The full IP address, before shortening, will only be sent to the Google server in the United States in exceptional cases. Google uses the transmitted information to analyze the user's use of the service, to create reports on activity on the service, and to provide other services to the service provider related to the use of the service and the Internet. The IP address identified by Google Analytics will not be linked to other data collected by Google.

XI. Remarketing

With the user's consent, the service may use remarketing tools to target ads to users on Facebook (Facebook Pixel), LinkedIn Ads, and Google (Google Display Network).

XII. Web beacons

In addition to cookies, the service may also collect data customarily collected by Internet system administrators as part of so-called logs or log files. Information contained in logs may include, among other things, the IP address, type of platform and web browser, Internet service provider, and address of the page from which the user entered the service. Some subpages within the service may contain so-called web beacons. Web beacons allow for obtaining information such as the IP address of the computer on which the page was loaded, on which the web beacon was placed, the URL address of the page, the page loading time, the type of browser, as well as information contained in cookies, for the purpose of assessing the effectiveness of our ads.

XII. IP address

The Administrator reserves the right to collect IP addresses of visitors to the service, which may be helpful in diagnosing technical problems with the server, creating statistical analyses (e.g., determining from which regions we receive the most visits). In addition, they may be useful in administering and improving the Service. IP addresses are collected anonymously, meaning they are not associated with any user data.

Last update of the Privacy Policy and Cookie Policy was made on 24.09.2025.