

§ 1 General provisions

1. The administrator of personal data of users of the website located under the domain **www.abakusautolamp.pl** is ABAKUS Sp. z o.o. with its registered office in Warsaw, Aksamitna 2, 02-287 Warsaw, entered into the National Register of Entrepreneurs kept by the District Court for the m.st. Warsaw in Warsaw, XIII Commercial Division of the National Court Register under KRS number: 0000009765, NIP: 9512021760, REGON: 0117165140 (hereinafter: "Controller").
2. Contact with the Administrator is possible:
 - (1) after address e-mail: abakus@abakusautolamp.com,
 - (2) in writing, to the Administrator's address: Aksamitna 2, 02-287 Warsaw.
3. The purpose of the Policy is to define the actions taken in the field of personal data collected through the Administrator's website and related services and tools used by its users, as well as as part of the activity of concluding and performing contracts in contact outside the website.
4. If necessary, the provisions of this Policy may be changed. The change will be communicated to users by announcing the new content of the Policy, and in the case of a database of persons who have consented to the processing of data by e-mail or provided e-mail data during the implementation of contracts, they will also be notified of the change by e-mail.

§ 2 Grounds for processing, purposes and storage of personal data

1. Users' personal data is processed in accordance with the General Data Protection Regulation, the Personal Data Protection Act, the Personal Data Protection Act of 10.05.2018 and the Act on the provision of electronic services of 18.07.2002.
2. In the case of processing of personal data on the basis of an email sent by the user or complaint, such processing takes place on the basis of art. 6 par. 1 lit. b of the General Data Protection Regulation, according to which data processing is necessary in order to take action at the request of the data subject.
3. If a separate consent of the user is obtained, his personal data may also be processed by the administrator for marketing purposes, including the purpose of sending commercial information by electronic means to the e-mail address indicated by the user (Article 6 paragraph 1 letter a of the General Data Protection Regulation).
4. In the case of conclusion and performance of contracts for the provision of services by the Administrator, the other party is obliged to provide the data necessary to conclude the contract (which is a contractual requirement, and in the field of tax numbers also a statutory requirement) and for this purpose the Administrator processes personal data (Article 6 paragraph 1 letter b of the General Data Protection Regulation).
5. When conducting research and analysis to improve the performance of available services (e.g. tracking tools) Article 6(1)(f) of the General Data Protection Regulation is indicated as the basis for data processing.
6. Users' personal data are stored no longer than it is necessary to achieve the purpose of processing, i.e. until the withdrawal of consent if the processing is based on such consent, until the claims of the Administrator and the other party in the scope of implementation of concluded contracts expire (in the case of sales contracts / contracts for the provision of services 2 years, counting until the end of the year) and until the inquiry sent by e-mail or until the complaint is completed.
7. The Administrator may use profiling for direct marketing purposes, but decisions made on its basis by the Administrator do not concern the conclusion or refusal to conclude a contract or the possibility of using electronic services.

8. To the extent necessary for the proper functioning of the website, its functionality, the website may, when using it by the User, collect other information, including but not limited to:
 - a) IP address;
 - b) device, hardware and software information, such as hardware identifiers, mobile device identifiers (e.g., Apple Identifier for Advertising ["IDFA"] or Android advertising identifier ["AAID"]), c) the type of platform,
 - d) approximate geolocation data (compiled from the IP address or device settings);
 - e) Internet browser data, including browser type and preferred language;
9. Taking into account the nature, scope, context and purposes of processing and the risk of violating the rights or freedoms of natural persons of varying probability and severity, the Administrator implements appropriate technical and organizational measures to ensure that the processing takes place in accordance with the Regulation and to be able to demonstrate it. Those measures shall be reviewed and updated as necessary. The administrator applies technical measures to prevent unauthorized persons from obtaining and modifying personal data sent electronically.

§ 3 Sharing of data

1. The Administrator ensures that all collected personal data are used to fulfill obligations towards users. This information will not be shared with third parties except:
 - a) the express consent of the persons concerned to such action has been given in advance, or
 - b) if the obligation to provide this data results or will result from applicable law, e.g. law enforcement authorities.
2. In addition, personal data of service recipients and customers may be transferred to the following recipients or categories of recipients:
 - o service providers supplying the Administrator with technical, IT and organizational solutions, enabling the Administrator to conduct business activity, including the website and electronic services provided through it (in particular computer software providers, marketing agencies, mail providers electronic and hosting, software providers for company management and technical support to the Administrator) - the Administrator provides the collected personal data of the Customer to the selected supplier acting on his behalf only in the case and to the extent necessary to achieve a given purpose of data processing in accordance with this privacy policy.
 - o providers of accounting, legal and advisory services providing the Administrator with accounting, legal or advisory support (in particular an accounting office, law firm or debt collection company) - the Administrator provides the collected personal data of the Customer to the selected supplier acting on his behalf only in the case and to the extent necessary to achieve a given purpose of data processing in accordance with this privacy policy.
3. The Administrator may share anonymized data (i.e. data that does not identify specific Users) with external service providers in order to better recognize the attractiveness of advertisements and services for users, and in this respect, due to the location of software providers, data may be transferred – subject to the principles of their protection – to third countries, but ensuring standard contractual provisions approved by the European Commission for the processing of personal data or having the appropriate powers to do so on the basis of bilateral data processing agreements between the European Union and a given third country, which is not a member of the European Economic Area. These entities in the case of the Administrator are:
 - Google LLC. (registered office: 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) for Google Analytics tools for analyzing website statistics, Google Tag manager: used to manage scripts by easily adding code snippets to a website or application and track actions performed by users on the website, Google Ads used to display sponsored links in Google search results and on websites cooperating as part of the Google program AdSense,
 - Meta Platforms, Inc. (registered office: 1601 Willow Road Menlo Park, CA 94025, USA) for the Facebook pixel used to track conversions from Facebook ads, optimize them based on collected data and statistics and build an audience target for future ads.

4. The Administrator's website may use the functionality of Google Analytics, a web analytics service provided by Google, LLC. ("Google"). Google Analytics uses cookies to help website operators analyse how visitors use the website. The information generated by the cookie about the use of the website by visitors is usually transmitted to and stored by Google on servers in the United States. In accordance with current IT standards, the IP addresses of users visiting the Administrator's website are shortened. Only in exceptional cases will the complete IP address be transmitted to a Google server in the USA and shortened there. On behalf of the Controller, Google will use this information for the purpose of evaluating the website for its users, compiling reports on website activity and providing other services relating to website activity and internet usage to website operators. Google will not associate the IP address transmitted as part of Google Analytics with any other data held by Google. More information about how Google Analytics collects and uses data can be found on the official Google website at: www.google.com/policies/privacy/partners. In addition, you can prevent the collection and processing of data by Google about your use of the website by downloading and installing the browser plug-in under the following link: <http://tools.google.com/dlpage/gaoptout>.
5. By making data available to third parties, the Administrator makes every effort to ensure that this is done only to entities certified under the (former) EU-USA and Swiss-USA Privacy Shield programs, which are available at www.privacyshield.gov. Such entities, when using information from the European Economic Area (EEA), will do so in accordance with the "Accountability for Onward Transfer" principle of the Privacy Shield program. Where applicable, the Controller will rely on EU standard contractual clauses and other safeguards to enable transfers outside the EEA. In accordance with the decision of the Court of Justice of the European Union of 16 July 2020 in relation to the EU-US Privacy Shield and the guidelines of the European Data Protection Board, the Controller continues to assess the legal system of the countries to which the data is transferred and, where necessary, update measures to ensure adequate levels of protection.

§ 4 User rights

1. The User whose personal data is processed has the right to:
 - a) access, rectification, limitation, deletion or portability - the data subject has the right to request from the Administrator access to their personal data, rectification, deletion ("the right to be forgotten") or restriction of processing and has the right to object to the processing, as well as the right to transfer their data. Detailed conditions for exercising the above-mentioned rights are indicated in Articles 15-21 of the GDPR Regulation.
 - b) withdrawal of consent at any time – a person whose data is processed by the Administrator on the basis of consent (pursuant to Article 6(1)(a) or Article 9(2)(a) of the GDPR Regulation), has the right to withdraw consent at any time without affecting the lawfulness of the processing, which was made on the basis of consent before its withdrawal.
 - c) lodge a complaint with the supervisory body – a person whose data is processed by the Administrator has the right to lodge a complaint with the supervisory body in the manner and mode specified in the provisions of the GDPR Regulation and Polish law, in particular the Act on the Protection of Personal Data. The supervisory authority in Poland is the President of the Office for Personal Data Protection in Warsaw.
 - d) object - the data subject has the right to object at any time - on grounds related to his or her particular situation - to the processing of personal data concerning him or her based on Article 6(1)(e) (public interest or tasks) or f) (legitimate interest of the controller), including profiling on the basis of these provisions. In such a case, the controller may no longer process such personal data, unless the controller demonstrates the existence of compelling legitimate grounds for the processing, overriding the interests, rights and freedoms of the data subject or grounds for establishing, pursuing or defending legal claims.

- e) objection to direct marketing - if personal data are processed for the purposes of direct marketing (based on the legitimate interest of the Administrator, not on the basis of the consent of the data subject), the data subject has the right to object at any time to the processing of personal data concerning him or her for the purposes of such marketing, including profiling, to the extent that the processing is related to such direct marketing.
2. The above rights are exercised on the basis of the user's request sent to the e-mail address: abakus@abakusautolamp.com. Such a request should include the user's name.
 3. The User ensures that the data provided or published by him on the website are correct.

§ 6 Cookies

1. "Cookies" should be understood as IT data, in particular text files, stored on users' end devices (usually on the hard drive of a computer or in a mobile device) used to save specific settings and data by the user's browser in order to use websites. These files allow to recognize the user's device and properly display the website, ensuring comfort during its use. The storage of "cookies" therefore enables the website and offer to be properly prepared in terms of user preferences - the server recognizes him and remembers, among others preferences such as: visits, clicks, previous actions.
2. "Cookies" contain, in particular, the domain name of the website from which they originate, the time of their storage on the end device and a unique number used to identify the browser from which the connection to the website is made.
3. "Cookies" are used to:
 - a. adjusting the content of websites to the user's preferences and optimizing the use of websites,
 - b. creating anonymous statistics, which by helping to determine how the user uses websites allow improving their structures and content,
 - c. provide website users with advertising content tailored to their interests. "Cookies" are not used to identify the user and on their basis his identity is not determined.
4. The main division of "cookies" is their distinction into:
 - a. Necessary "cookies" - they are absolutely necessary for the proper functioning of the website or the functionalities that the user wants to use, because without them we would not be able to provide many of the services we offer. Some of them also ensure the security of the services we provide electronically.
 - b. Functional cookies - are important for the operation of the website due to the fact that:
 - serve to enrich the functionality of websites; without them, the website will work properly, but it will not be adapted to the user's preferences,
 - they serve to ensure a high level of functionality of websites; without them, the level of functionality of the website may decrease, but their absence should not prevent its complete use,
 - serve most of the functionalities of websites; If you block them, the selected features will not work properly.
 - c. Business cookies - enable the implementation of the business model based on which the website is made available; blocking them will not result in the unavailability of all functionality, but may reduce the level of service provision due to the inability of the website owner to realize revenues subsidizing its operation. This category includes, for example, advertising cookies.
 - d. "Cookies" used to configure websites - allow you to set functions and services on websites.
 - e. "Cookies" for the security and reliability of websites - they enable verification of authenticity and optimization of website performance.
 - f. Session status cookies - they allow you to save information about how users use the website. These may include the most frequently visited pages or any error messages displayed on certain pages. Cookies used to save the so-called "session state" help to improve services and increase the browsing experience.

- g) "Cookies" that examine the processes taking place on the website - enable the efficient operation of the website and the functions available on it.
 - h) "Location-access cookies" - they allow you to adjust the displayed information to the user's location.
 - i) "Cookies" conducting analysis, research or audience audit - allow the owner of websites to better understand the preferences of their users and through analysis to improve and develop products and services. Typically, the website owner or research company collects information anonymously and processes data on trends, without identifying the personal data of individual users.
5. The use of "cookies" to adapt the content of websites to the user's preferences does not in principle mean collecting any information allowing the identification of the user, although this information may sometimes be personal data, i.e. data enabling the attribution of certain behaviors to a specific user. Personal data collected using "cookies" may be collected only for the purpose of performing specific functions for the user. Such data is encrypted in a way that prevents unauthorized access to it.
6. Cookies used by this website are not harmful either to the user or to the end device used by him, therefore, for the proper functioning of the website, it is recommended not to disable their use in browsers. In many cases, the software used for browsing websites (web browser) by default allows the storage of information in the form of "cookies" and other similar technologies on the user's end device. The user may at any time change the use of "cookies" by the browser. To do this, change your browser settings. The way you change the settings varies depending on the software (web browser) you use. You will find appropriate tips on the subpages, depending on the browser you are using.
7. As part of cookie technology, the Administrator may use tracking pixels or clear GIFs to collect information on how the user uses his services and his reaction to marketing messages sent by e-mail. A pixel is software code that allows you to embed an object, usually a pixel-sized image, on your website, which gives you the ability to track user behavior on the websites where it is located. After giving the appropriate consent, the browser automatically establishes a direct connection to the server storing the pixel, therefore the processing of data collected by the pixel takes place as part of the data protection policy of the partner who administers the above-mentioned server.
8. The Administrator may use online log files (which contain technical data such as the user's IP address) to monitor traffic on its services, solve technical problems, detect and prevent fraud, and enforce the User Agreement.
9. The administrator informs that the website does not respond to DNT (Do Not Track) signals, but the user can disable certain forms of web tracking, including some analytical data and personalized advertising, by changing the cookie settings in his browser or using our tools to consent to the use of cookies (if applicable).
10. Detailed information on how to change the settings for cookies and their self-removal in the most popular web browsers are available in the help section of the web browser and on the following pages (just click on the link):
[Chrome](#) [in Firefox](#) [in Opera](#)
[in Safari](#) [in Microsoft Edge](#)
11. Detailed information on managing cookies on a mobile phone or other mobile device should be included in the user manual of a given mobile device.