

# PRIVACY POLICY of XO Media

## §1. General provisions

1. This Privacy Policy sets out the rules for collecting, processing and protecting Personal Data in connection with the use of xomedia.pl. The only source of possible customer identification as part of using the Website is the contact form.
2. This document is based on the provisions of Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals 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), the Act of May 10, 2018 on the Protection of Personal Data (Journal of Laws of 2018, item 1000), the Act of July 18, 2002 on the provision of electronic services (Journal of Laws of 2002 No. 144, item 1204) and other provisions of generally applicable law.
3. The Administrator of Personal Data of Users of XOMedia.pl is the Administrator of this Website, i.e. XO Media sp. z o.o. with its headquarters at 195 Gajowicka Street, 53-150 Wrocław, entered into the Register of Entrepreneurs of the National Court Register kept by the District Court for Wrocław-Fabryczna, the 6th Commercial Department under number 0000776415, share capital PLN 5,000.00, REGON (Polish Business Registry Number): 382826356, NIP (Tax Identification Number) 8943139170, e-mail address: [marketing@xomedia.pl](mailto:marketing@xomedia.pl).
4. If you have general questions about privacy, as well as questions about this Privacy Policy or the use of Personal Data and Cookies, please contact us via e-mail: [marketing@xomedia.pl](mailto:marketing@xomedia.pl).
5. The Administrator ensures that they make every effort that Personal Data Processing is carried out with the greatest respect for the privacy of data subjects and with the utmost care for the security of Personal Data being processed, and in particular ensures that they have taken all measures provided for by law to secure sets of Personal Data.
5. The Administrator declares that they use technical and organizational measures to protect the processed Personal Data appropriate to the threats and categories of data protected, and in particular protect the data against disclosure to unauthorized persons, removal by an unauthorized person, processing in violation of the law and change, loss, damage or destruction.

## §2. Definitions

Whenever the Privacy Policy refers to:

- 1) Administrator – it shall be understood as the administrator within the meaning of the provisions of the GDPR, i.e. XO Media sp. z o. o. with its headquarters at 195 Gajowicka Street, 53-150 Wrocław, entered into the Register of Entrepreneurs of the National Court Register kept by the District Court for Wrocław-Fabryczna, the 6th Commercial Department under number 0000776415, share capital PLN 5,000.00, REGON: 382826356, NIP 8943139170, e-mail address: [marketing@xomedia.pl](mailto:marketing@xomedia.pl);

- 2) Personal Data – it shall be understood as basic data about the User, thanks to which it is possible to determine the identity directly or indirectly, among others User’s name, e-mail address, first name, last name and other data provided during subsequent use of the Website;
- 3) Website – it shall be understood as the website operating at the following address: [www.xomedia.pl](http://www.xomedia.pl);
- 4) Software – it shall be understood as web browsers that the User may use to use the Website. Examples of web browsers are: Opera, Chrome, Mozilla Firefox, Internet Explorer or Safari;
- 5) Cookies – it shall be understood as IT data constituting, in particular text files, which are stored in the User’s Device and are intended for the use of the Website;
- 6) Personal Data Processing – it shall be understood as an operation or set of operations performed on Personal Data or sets of Personal Data in an automated or non-automated manner, such as collecting, recording, organizing, arranging, storing, adapting or modifying, downloading, viewing, using, disclosing by sending, distributing or otherwise sharing, adjusting or combining, limiting, deleting or destroying;
- 7) Regulations – it shall be understood as a document which specifies the types, scope and conditions of using the Website, as well as the rights and obligations of the Administrator and Users;
- 8) GDPR – it shall be understood as the Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016 on the protection of individuals 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);
- 9) Device – it shall be understood as an electronic device using which the User gets access to the Website, in particular a PC, laptop, tablet, smartphone;
- 10) User – it shall be understood as a person using the Website to whom services will be provided electronically in accordance with the Regulations and legal regulations;
- 11) Consent – it shall be understood as a voluntary, specific, informed and unambiguous expression of will with which the data subject, in the form of a statement or explicit action, authorizes the processing of personal data concerning them.

### **§3. General principles of Personal Data Processing**

1. Personal Data is processed only for the following purposes:
  - 1) contact of the User with the Administrator using the contact form;
  - 2) contact with the User to conclude a contract if the User has expressed an interest in one of the offers;
  - 3) direct marketing;
  - 4) analysing, organizing and improving the Website and services provided;

5) other processing purposes are indicated in the information clauses.

2. Personal data of the data subjects is processed in accordance with art. 6 clause 1(b) of the GDPR. This means that it is processed when it is necessary to execute a concluded contract for the provision of electronic services based on the Regulations and to take action before the conclusion of the contract at the request of the data subject. On this basis, Personal Data of persons applying for a job with the Administrator or entering into cooperation with the Administrator will also be processed.

3. Personal Data is also processed on the basis of Consent given by the data subject in accordance with art. 6 clause 1(a) of the GDPR, in particular in the scope of sending commercial information, consent to data processing for the purposes of future recruitments, as well as processing personal data to a greater extent than is necessary to conclude a contract (e.g. if the User has provided the Administrator with more data in the recruitment process).

4. Personal Data is processed if it is necessary to achieve the purposes of legitimate interests pursued by the Administrator or a third party in accordance with art. 6 clause 1(f) of the GDPR, in particular such as contact between the User and the Administrator, in particular via the contact form, sending a newsletter, direct marketing of own services, defence against claims or determination and pursuit of claims arising from business operations, sending Personal Data within a group of companies for internal administrative purposes or service quality assessment. Personal Data may be processed for direct marketing purposes until the data subject objects to such processing.

5. The Administrator complies with the following principles of Personal Data Processing:

3) the Administrator implements appropriate technical and organizational measures so that the processing takes place in accordance with the provisions on the protection of Personal Data and is able to demonstrate this;

4) the Administrator stores the collected Personal Data only on such information media that is protected against access by third parties;

1) the Administrator supervises data security throughout the entire period of holding the data in a manner that ensures, in particular, protection against unauthorized access, damage, destruction or loss;

2) the Administrator provides data to authorized entities only on the basis of applicable legal regulations;

3) the Administrator maintains confidentiality of Personal Data;

4) the Administrator ensures that data subjects can exercise their rights arising from legal regulations.

6. The Administrator may process the following Personal Data provided via the contact form: e-mail address, name, surname, content of the message to the Administrator.

7. Providing Personal Data referred to in sec. 6 of this paragraph is voluntary, but failure to provide your e-mail address will result in the inability of Administrator to answer your inquiry.

8. The Administrator may process the following Personal Data provided via the recruitment form: e-mail address, first name, last name, work experience, telephone number, as well as other data specified by the data subject in the CV.
9. Providing Personal Data referred to in sec. 8 of this paragraph, is voluntary, but limiting the scope of personal data shared may condition entering into the recruitment process for employment or cooperation.
10. Furthermore, all Personal Data provided by data subjects will be processed in connection with any other form of contact with the Administrator.
11. Providing additional Personal Data may be required in justified cases, in particular in the event of sending a justified request to the Administrator to provide data to authorized entities, about which the data subject will be informed each time.
12. Recipients of Personal Data may be:
  - 1) entities to which data is transferred on the basis of entrusting, if it is necessary for the proper performance of services (e.g. agencies, agents looking for a guardian, IT services, financial services);
  - 2) suppliers of the Administrator, in particular entities providing legal and IT services.
13. Personal Data will be stored no longer than required by law and not longer than necessary to achieve the purpose of processing, and in addition no longer than necessary to assert claims until their limitation period expires.
14. Personal Data that is processed based on the Consent will be stored until the Consent to processing is withdrawn. The User may withdraw the Consent at any time, which does not affect the lawfulness of the processing of Personal Data, which was conducted on the basis of the Consent before its withdrawal.
15. Personal Data will not be transferred to third countries.
16. Personal Data may be processed in an automated manner and will not be profiled when ranking Users. The User has the right to human intervention from the Administrator. This process has been described in detail in the Website Regulations.

#### **§ 4. Rights of Users**

1. Data subject have:
  - 1) based on art. 15 of the GDPR the right to access Personal Data;
  - 2) based on art. 16 of the GDPR the right to rectify Personal Data;
  - 3) based on art. 17 of the GDPR the right to delete Personal Data;
  - 4) based on art. 18 of the GDPR the right to request the Administrator to limit Personal Data Processing, subject to the cases referred to in art. 18 sec. 2 of the GDPR;
  - 5) the right to transfer Personal Data referred to in art. 20 of the GDPR;

- 6) based on art. 21 of the GDPR the right to object to Personal Data Processing.
2. For this purpose, send an application via e-mail to the following e-mail address: marketing@xomedia.pl or in writing to the following address: ul. Gajowicka 195, 53-150 Wrocław.
3. Data subjects have the right to lodge a complaint to the President of the Office for the Protection of Personal Data, if they find that the Processing of their Personal Data violates the provisions of the GDPR or generally applicable provisions.

#### **§ 5. Newsletter**

1. Newsletter is an electronic service used by the Administrator to provide information regarding services offered by them. In order to use the Newsletter service provided by the Administrator, the Website User is obliged to express his/her willingness to receive it in the appropriate Website tab.
2. Using the Newsletter service requires the User to read the Privacy Policy.
3. The Administrator decides on the date of sending the Newsletter and its content.
4. The Website User may at any time unsubscribe from receiving the Newsletter by clicking on the deactivating link contained in each email containing the Newsletter sent to the User or by submitting such a request to the Administrator.

#### **§ 6. Cookies**

1. The Administrator uses Cookies via the Website, i.e. IT data, such as text files, which are stored on the User's end device and are intended for the use of the Website.

The Website uses two basic types of Cookies:

- 1) session – these are temporary files that are stored on the User's Device until logging out, leaving the Website or turning off the Software;
- 2) permanent – these are files stored on the User's Device for the time specified in Cookies parameters or until they are deleted by the User.

2. As part of the Website, all or some of the following types of Cookies may be used:

- 1) "strictly necessary", which enable the use of services available on the Website,
- 2) "performance", which enable collecting information on the use of the Website;
- 3) "functional", which enable preserving settings selected by the User and personalize the User's interface, e.g. by language, font size, appearance of the Website;
- 4) "advertising", which enable providing the User with advertising content tailored to his/her interests.

4. Cookies listed in sec. 2 and 3 of this paragraph are used to:

- 4) adapt the content of the Website to the User's preferences and optimize the use of the Website; in particular, they enable recognizing and displaying the Website on the User's Device, in a manner adjusted to his/her individual preferences;

- 5) create statistics that support the observation of the use of the Website by Users, which improves its structure and content;
  - 6) maintain the User's session (after logging in), thanks to which the User does not have to re-enter the login and password on each subpage of the Website.
5. The solutions used on the Website are safe for Devices of Users of this Website.
6. The Software used by the User usually allows for the storage of Cookies on the User's Device by default. The User may at any time change the settings for Cookies in the Software settings, in particular in such a way as to block the automatic handling of Cookies or be informed each time they are saved in the User's Device.
7. Restrictions on the use of Cookies may affect some of the functionalities available on the Website.

### **§ 7. Final provisions**

1. Links to other websites may appear on the Website. Such websites operate independently of the Administrator and are not supervised by them in any way. These websites may have their own privacy policies and regulations, which we encourage you to read.
2. The Administrator reserves the right to change the Privacy Policy by publishing a new Privacy Policy at [www.xomedia.pl](http://www.xomedia.pl).
3. The Administrator will inform in advance about any changes to the Privacy Policy.