

PRIVACY POLICY

This document contains information for the User regarding the processing and protection of personal data in connection with the use of www.eastnews.pl website ("Website").

Agencja Fotograficzna East News sp. z o.o. with registered office in Warsaw respects the right to privacy of the individuals using www.eastnews.pl Website (hereinafter "Users"), in particular, is committed to protecting their data, and applies relevant organisational and technical solutions preventing any interference in the Users' privacy by third parties.

The Website deploys the secure socket layer (SSL) security protocol, which significantly increases the protection of data transmission on the Internet.

Our actions are oriented on ensuring the compliance of data processing and protection in accordance with the prevailing law, including:

- 1) Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons 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)
- 2) Act – Telecommunications Law of 16 July 2004,
- 3) Act on providing electronic services of 18 July 2002.

I. DATA CONTROLLER

The Data Controller of the Users' data gathered with the use of the Website is:

EAST NEWS sp. z o.o. with registered office in Warsaw

Address: ul. Świętojerska 5/7, 00-236 Warsaw

entered into the Register of Entrepreneurs under no. KRS 0000193752, District Court for the Capital City of Warsaw in Warsaw, the 12th Commercial Division of the National Court Register, tax identification number NIP: 5220100597, with fully paid-up share capital of PLN 55.520,00.

Email: info@eastnews.pl.

Contact in matters regarding personal data: info@eastnews.pl

II. COOKIES

1. Cookies

The www.eastnews.pl website uses cookies which comprise data in the form of small text files stored on the User's end device (e.g. computer, smartphone, tablet). Cookies contain the name of the Internet page from which come, the period for storing them in the end device and a unique number. The gathered information relates to the IP address, type of used browser, language, type of operational system, date and location.

The website does not automatically collect any information, except for the information contained in cookies.

2. Objectives of cookies

Cookies are used to:

- 1) Facilitate for the User the navigation through the Website and its functionalities,
- 2) Associate later the User when reconnecting to the Website via the device where the cookies are stored,
- 3) Adapt the contents of the Website to the User's preferences and to optimise the use of the Website and customise it to the User's individual needs,
- 4) Deliver advertising content to the User better adapted to his/her interests,
- 5) Study the aggregate traffic of the Users on the Website and to create statistics, including also with the use of Google Analytics and GetResponse tools,
- 6) Improve the quality of services provided by the Controller,
- 7) Ascertain safety threats, if any.

Information contained in cookies is never used – in any manner whatsoever – to determine the User's identity.

3. Types of cookies

The Website uses the following types of cookies:

- 1) Session cookies, which are stored on the User's end device until he/she logs out, leaves the Internet page or closes the browser;
- 2) Persistent cookies, which are stored on the User's end device for a specific length of time outlined in the cookies parameters, or until deleted by the User;
- 3) Performance cookies, which allow for collecting information about how the Website is used;
- 4) Strictly necessary cookies, which allow for using services available on the Website, e.g. requiring authentication;
- 5) Functionality cookies, which enable memorising choices made by the User and personalising the User's interface;
- 6) Advertising cookies, which allow for delivering advertisements to the User better adapted to his/her interests;
- 7) First-party cookies, which are set by the Website visited by the User;
- 8) Third-party cookies, which are set by an external website.

4. Changes in cookies

The User can turn off or on the cookies by changing the setup in their Internet browser.

The conditions of storing or receiving cookies can be changed by changing browser settings in browsers, e.g. Internet Explorer, Mozilla Firefox, Chrome, Opera.

If the User does not want to receive cookies, he/she can change the browser settings. However, turning off cookies necessary for authentication, safety, or defining User's preferences can obstruct and sometimes prevent the use of the Website.

5. Cookies and third parties

Some information derived from cookies set on User's end device is provided to entities cooperating with the Data Controller in terms of advertising services offered on the Website. The purpose of providing them with such information is only to get statistics of displayed ads or images/videos and click rates to monitor the effectiveness of advertisements or the popularity of images or video.

The Website may contain links to Internet pages owned and handled by third parties (such as Facebook, Twitter, etc.). The third-party Internet pages may have own rules of privacy and most probably use cookies; therefore, Users should familiarise themselves with those terms. The Data Controller shall not be liable for the contents of cookies set by other Internet pages to which links are placed on the Website.

III. PERSONAL DATA PROCESSING

1. Legal basis and purpose of processing

Registering with the Website is not obligatory, which means that providing personal data is voluntary. To allow using some of the services available through the Website forms are proposed indicating personal data that the User must submit to be able to use the service offered via the Website, and data the providing of which is optional.

The legal basis for processing personal data – depending on the relations between a particular User and the Data Controller – are (a) User's consent expressed by filling in the form available on the Website or (b) concluding an agreement or launching activities at the User's request before concluding an agreement, or (c) legally justified interests of the Data Controller, in particular direct marketing, the rights and obligations and the claims of the Data Controller in connection with the rendered services.

East News sp. z o.o. uses the User's data to provide services and communication concerning complaints, termination of agreements, payment settlements. Personal data may also be used for advertisement, direct marketing, market surveys and for improving the quality of the service.

2. Personal data

For the purposes of the services provided through the Website, the following personal data of the Users are processed:

- Name and surname,
- Email address,
- Phone number,
- Company name and address;
- Correspondence address.

The Data Controller can also process other personal data provided by the User to use specific functionalities of the Website.

3. User rights

Every data subject has the right to access their data, to have their data rectified or erased and also the right to demand the restriction of data processing.

The User has the right to object to the processing of their data, free of charge, at any time.

To exercise the rights concerning data processing within the services available through the Website, the data subject may contact the person supervising the data processing at East News sp. z o.o. by email: info@eastnews.pl. The User also has the right to lodge a complaint to the supervisory body in charge of personal data protection.

4. Information about recipients (processors)

Due to technical reasons, personal data processing can be entrusted under a contract to another entity without changing the above purpose of data processing. Personal data are not transferred to international organisations or third states. Personal data are transferred only to trusted entities which guarantee that personal data shall be processed in accordance with the European Union laws and the national laws.

5. Period of data processing

Personal data are stored only and solely for the period when they are necessary for serving the purpose for which they have been gathered. The Data Controller shall review the stored data no less than every 12 months to identify and delete data, the processing of which is not required for the purposes for which they were gathered.

6. Protection of personal data processing

Personal data are gathered, stored and used in accordance with the law and the procedures, and in a manner guaranteeing their security and confidentiality. With the use of physical and IT measures, personal data are protected against unauthorised access to such data and the equipment used for their processing and also against unauthorised use of such data and equipment. Furthermore, personal data are processed only by duly authorised personnel.