

1. **Availability of "GDPR and Cookie Policy"** | You can access this Cookie Policy on the website <https://ustronianka.com/>, under the "GDPR and Cookie Policy" tab.
2. **Who uses the personal data (controller)** - "USTRONIANKA" sp. z o.o. with its registered office in Ustroń, ul. Jelenica 72, entered in the Register of Entrepreneurs of the National Court Register kept by the District Court in Bielsko-Biała, Division Eight (Business) of the National Court Register, under no.162128, with a share capital of PLN 4,596,800, tax identification NIP number: 5482247628 and business identification REGON number: 072317086,

3. **Contact details:** phone 33 854 41 00, email: [sekretariat@ustronianka.com](mailto:sekretariat@ustronianka.com)

4. **Data Protection Officer:**

The Controller has appointed a Data Protection Officer who can be contacted via e-mail address: [odo@ustronianka.com.pl](mailto:odo@ustronianka.com.pl) on all matters related to the processing of personal data and the exercise of rights in relation to the processing of personal data

5. **What are cookies | Cookies** Cookies are IT data sent by a website and stored on user devices such as PCs, phones or tablets. Cookies are mostly in text format. The data contained in the Cookies allows the website to recognise the user's device and display the website accordingly. Based on the information contained in the cookies, the website will be adapted to the specific technical characteristics of your device. Thus, it will be able to adapt its appearance to the size of the screen and the type and version of a web browser. Cookies also make it possible to personalise the functionality of websites through individual user needs. For example: they allow a website to be displayed by default in the user's preferred language. As a general rule, *cookies* contain the name of the originating website, the length of time they are stored on the end device and a unique number.

6. **What are cookies used for |** The following are typical functionalities supported through the information used by cookies.

- They provide data about the technical specifications of the end device - e.g. a computer, phone or tablet in order to adapt the design of the website. This ensures that they function properly regardless of the type, model and version of device and software used by the user.
- They allow the website functionality to be tailored to the user needs. For example: they allow you to select your preferred language, notifications or advertising.
- They make it possible to optimise the use of websites. They store information about the user's choices in terms of advertising profiling, language settings, the browser used, notifications, etc. This ensures that the user only configures the website once - instead of each time they access the site.
- They facilitate logging in to the user's account. They make it possible to navigate between sub-pages on a website without having to log in again on each individual sub-page.
- They act as an additional layer of security by preventing unauthorised access.
- They allow the collection of statistical data on the basis of which administrators improve their websites. These may relate, for example, to the amount of time spent on the site or the frequency with which users use various functionalities. The information collected in this way is then used to improve the structure and content of the websites.
- In some cases, Cookies help to identify users whose behaviour involves criminal acts.
- They provide data to help ensure that websites are refined and run smoothly. For example, they make it possible to monitor traffic and detect anomalies such as distributed denial-of-service attacks (so-called DDoS attacks).
- They enable the delivery of personalised advertising. They collect statistics on the user's interaction with the ads displayed, purchase history and search history. On this basis, adverts for products and services that have a greater chance of attracting user attention can be displayed.

7. **Classification of cookies |** The following is the most common classification of cookies.

Classification criterion	Types of cookies	Description
Correct functioning of the service.	Essential	These types of files are technically necessary for the correct functioning of the website or the specific functionality the user intends to use. A website without these types of files will display incorrectly - it may, for example, be too large or difficult to read.
	Functional	These improve user experience on the website by adding extra functionalities. A website without such files will function correctly, but will not be adapted to user preferences.

Classification criterion	Marketing	They improve user experience on the website by adding extra functionalities. A website without such files will function correctly, but will not be adapted to user preferences.
	Types of cookies	Description
Storage time on user terminal devices.	Session Cookies	These types of files are placed for the duration of the browser session. They are automatically deleted at the end of the session or when you log out of the website.
	Persistent	Files of this type are stored for an indefinite period.
Origin	First-party (own) cookies	Cookies placed on websites directly by "USTRONIANKA" sp. z o.o.
	Third-party (external) cookies	Cookies placed on websites by parties other than "USTRONIANKA" sp. z o.o.
Purpose of Cookies	Website configuration	They allow websites to be tailored to user preferences.
	Security and reliability of websites	They make it possible to verify the authenticity of websites, protect users from attacks and optimise website performance.
	Authentication	They enable the provision of information and services available only to logged-in users.
	State of the session	They allow the storage of information about how users interact with the website. These may relate to the most frequently visited webpages or possible error messages displayed on certain webpages. Cookies used to store the "session state" help us improve the website's functionality and enhance the browsing experience.
	Processes	They enable the smooth operation of the website and the services it offers.
	Advertising	They make it possible to display adverts that are more interesting to users and, at the same time, more valuable to publishers and advertisers. They can be used both to personalise adverts and to display adverts outside the websites.
Impact on user privacy	Harmless Cookies	These types of files do not track users. They collect individual information necessary for the operation of the website or its specific service. The purpose of these cookies is to ensure the technical performance of the website or service or to collect anonymous statistics.
	Tracking cookies	Such cookies are used to track users, for example to display personalised advertising. They do not usually collect information that directly identifies users. Their task is to build user profiles based on information such as device, type and versions of software, interests, preferences, advertisements displayed, search results.

**8. Do cookies contain personal data |** Cookies rarely contain personal data. The information stored in them does not normally allow individual website users to be identified. In some cases, however, they may enable identification of the user - this applies, for example, to cookies that remember login or payment data. In other situations, cookies can facilitate the identification of the user by creating a profile of the user. A profile is a set of information that allows a user to be classified based on certain characteristics - e.g. how they use a website. We call this indirect identification.

**9. What cookies we use |** The following is an overview of the cookies we use on the website. We would also like to inform you of the legal basis for the use of your personal data.

Type of cookies	Purpose of cookies	Legal basis
<b>Essential</b>	These types of files are technically necessary for the correct functioning of the website or the specific functionality the user intends to use. A website without these types of files will display incorrectly - it may, for example, be too large or difficult to read.	Pursuing this objective is our legitimate legal interest in  Legal basis: art. 6. para. 1. lit. f) GDPR in connection with art. 173. para. 3. pt. 2) of the Act of 16. July 2004. Telecommunications Law.
<b>Functional</b>	These improve user experience on the website by adding extra functionalities. A website without such files will function correctly, but will not be adapted to user preferences.	Pursuing this objective is our legitimate legal interest  Legal basis: art. 6. para. 1. lit. f) GDPR in connection with art. 173. para. 3. pt. 2) of the Act of 16. July 2004 Telecommunications Law.
<b>Marketing</b>	We will examine how you use the website in order to present you with more relevant advertising. This way, you will be able to receive information about products and services that we believe may interest you.  Blocking these cookies will not negatively affect the operation of the website or reduce its functionality. However, it will prevent the owner from generating revenue from the website's activities.	We use business cookies solely based on your consent.  Legal basis: Article 6(1)(a) of the GDPR in connection with Article 173(1) and (2) of the Telecommunications Law of July 16, 2004. Act of 16. July 2004. Telecommunications Law.

**10. Tracking technologies|** The website uses the following tracking technologies from third-party providers:

Cookies	Supplier	Purpose	Type	Expiry time
<b>Google Analytics</b>	Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA);	This is a tool that analyses the traffic on our website. We know, for example, how much time a typical user spends on the site or which tabs they use.	Business	From a session up to 2 years
<b>Google Ads</b>	Google Ireland Ltd. (Gordon House, Barrow Street, Dublin 4, Ireland)	This tool optimises how advertisements are displayed. It allows us, for example, to track how many people clicked on a particular ad and measure how many of them made a purchase.	Business	From 24 hours up to 2 years
<b>Meta Platforms</b>	Meta Ireland Limited, 4 Grand Canal Square, Dublin 2, Ireland	With this tool, we can effectively manage our adverts - for example, we know if users who clicked on an advert have made a purchase, or we can display better tailored adverts because we know how a user uses our site or we know how users use the website.	Business	From 3 months up to 2 years

**11. Managing Cookies|** You can agree to the use of business and functional cookies at any time and revoke the consents given. Cookies can be controlled and managed in various ways. Please note, however, that removing or disabling them may affect the performance of the site - they may limit its operation (see section 9).

We will not install functional or business cookies on your end devices until you have given us permission to do so. Once your consent has been revoked, we will not install cookies on your terminal equipment until you give your consent again.

If cookies are not necessary for the proper functioning of the website, we will ask the User to agree to their use on the first visit (or after they have been cleared by the User).

We will not delete cookies once installed. You can do this yourself by using the Cookies management panel available on the homepage - "Manage Cookies" tab. Users can also manage the cookie settings in their own browser, which the user uses. Below we provide links to instructions in the most popular browsers:

Browser	Instructions for managing cookies
Brave Firefox	<a href="#">Click on the link to read the instructions</a>
Google Chrome	
Microsoft Edge	
Opera	
Safari	
Vivaldi	

12. **Deleting cookies** | You can delete installed cookies at any time. Below are references to instructions for deleting cookies in the most popular browsers.

Browser	Instructions for managing cookies
Brave	<a href="#">Click on the link to read the instructions</a>
Firefox	<a href="#">Click on the link to read the instructions</a>
Google Chrome	<a href="#">Click on the link to read the instructions</a>
Microsoft Edge	<a href="#">Click on the link to read the instructions</a>
Opera	<a href="#">Click on the link to read the instructions</a>
Safari	<a href="#">Click on the link to read the instructions</a>
Vivaldi	<a href="#">Click on the link to read the instructions</a>

13. **Deleting cookies** | You can delete installed cookies at any time. Below are references to instructions for deleting cookies in the most popular browsers.

14. **Who we share your data with** | Find out who will receive your data and why:

To whom we will pass your data	Why
Google Inc.	We use their cookies to help us manage advertising.
Google Ireland Ltd.	We use their cookies to help us manage advertising.
Meta Ireland Limited	We use their cookies to help us manage advertising.

**15. Your rights** | Find out what your rights are and what they involve:

Your rights	What they involve
Right of access to data	You can ask us if we use your personal data. The answer will tell you whether we use it or not. If we use it, you will receive a report from us. You can also request a copy of your personal data. You will then receive a list of all your data. We will not give you a copy if we think it might harm someone. We do not need to issue you with a copy of your documentation.
Right of rectification	<p>You can correct your personal data. This means that you can amend and supplement it. We can then check whether this information is correct. For example:</p> <ol style="list-style-type: none"><li>1) We will ask you to show us a document.</li><li>2) We will call you to confirm that it is you who has changed your details.</li><li>3) We will send you a link to confirm your changes.</li></ol>
Your rights	What they involve
Right of erasure	<p>You can ask us to delete your personal data. We will delete your personal data in the following cases:</p> <ol style="list-style-type: none"><li>1) We will no longer need your personal data.</li><li>2) You raised an objection, which we considered valid.</li><li>3) We use your personal data unlawfully.</li><li>4) We have a legal obligation to delete your personal data. We</li></ol> <p>will not delete your personal data in the following cases:</p> <ol style="list-style-type: none"><li>1) We have a legal obligation to continue to use your personal data.</li><li>2) We determine whether we have a claim or are pursuing or defending a claim.</li></ol> <p>Check out the table where we describe our tasks. Look at the 'grounds' column. There you will see what is our legal obligation and what is a legal interest.</p>
Right to restrict processing	<p>When we restrict the processing of your personal data, we can use it in three ways:</p> <ol style="list-style-type: none"><li>1) We may hold your personal data on our documents and devices without your consent</li><li>2) We may, without your consent, make claims and defend against claims</li><li>3) We may, without your consent, defend the rights of others when your data is needed to do so. If we want to do anything else, we have to ask your permission first.</li></ol> <p>You will only exercise this right in the following cases:</p> <ol style="list-style-type: none"><li>1) You will report to us that your data is incorrect. We will restrict processing until we have checked this.</li><li>2) Unlawful use of your data. We can remove it, but you are asking us to restrict processing.</li><li>3) We no longer need your data. We can remove it, but you have a claim.</li><li>4) You have raised an objection. We will limit processing until we have evaluated it.</li></ol>
Right to object	You can object when we use your data for our own legal interests. Check out the table where we describe our tasks. Look at the 'legal grounds' column. You will see there what our legal interest is. If you raise an effective objection, we will delete your personal data. We will only delete the data that we use for the matters described in the objection. We will only recognise your objection on the basis of your particular situation. For example: if we make a mistake and take you for someone else. We may reject your objection. We must then prove that we have a legal basis for using your personal data. Legal grounds must take precedence over your interests, rights and freedoms. We may also reject your objection where we have grounds to establish, assert or defend a claim.
Right to withdraw consent to cookies	You can withdraw your consent to our use of cookies at any time. All you have to do is go into your cookie management panel and change the settings. You can withdraw your consent for all cookies or only for some.
Right to complain to the President of the Office for Personal Data Protection	You can file a complaint against us if you believe we are breaking the law.

**16. Exercise your rights** | Prepare your letter carefully:

- 16.1. Headline: introduce yourself and provide your contact details. You can introduce yourself, e.g. with your name, company, login.
- 16.2. Give your application a title, for example: "Request for access to my personal data".
- 16.3. Introduction: describe in what circumstances we use your personal data.
- 16.4. Main part: describe exactly what you expect.
- 16.5. Place your signature Sign written documents in your own handwriting. Sign digital documents digitally.
- 16.6. Submit your application. You will find our details at the top.
- 16.7. You can authorise another person to handle your affairs. Make sure they send us their power of attorney.

**17. Do I have to provide data** | Find out if and when you need to provide your data.

Who are you	Do you need to provide data	What happens if you refuse
You are our website user	You only need to provide the data that is needed for the necessary cookies to work. Essential cookies are those without which the website will not function as intended. For other cookies, you do not have to provide your data. This is voluntary.	If you do not agree to allow the necessary files to work, the website will not work at all or will not work properly. If you do not agree to the other cookies you will not incur any
Who are you	Do you need to provide data	What happens if you refuse
		negative consequences. The only consequence will be that it will be more difficult for us to manage advertisements

**18. Find out how we make decisions** | Your affairs are decided by humans. We do not use smart apps.

**19. Do we create profiles** | We do not create profiles based on the information you give us.