

Privacy Policy

(hereinafter: "Privacy Policy")

We present information on how **MICHAL ŠENKÝŘ IV** registered in Warsaw, ul. Nowogrodzka 31, 00-511 Warszawa, entered into the Central Register and Information on Business under the NIP No.: 9522250858, REGON No.: 527453200 processes Personal Data provided by Users in connection with the use of the website www.ivitality.uk ("Website").

§ 1 DEFINITIONS

1. **Personal Data** - means personal data within the meaning of Art. 4 point 1 of the GDPR, which Users provide to the Administrator in connection with the use of the Website.
2. **Administrator** – means MICHAL ŠENKÝŘ IV with its registered office in Warsaw, ul. Nowogrodzka 31, 00-511 Warszawa, entered into the Central Register and Information on Business under the NIP No.: 9522250858, REGON No.: 527453200.
3. **GDPR** - means Regulation (EU) 2016/679 of the European Parliament and of the Council of 27/04/2016 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).
4. **Website** – means the website www.ivitality.uk.
5. **User** – means any person using the Website in any way.

§ 2 GENERAL INFORMATION

1. The Controller of Users' Personal Data is the Administrator
2. In any matter related to the protection of Users' Personal Data, including the exercise of Users' rights as persons to whom Personal Data relates (these rights are described below), you can contact the Administrator electronically at the following e-mail address: mike@ivitality.uk or by post to the registered office address ul. Nowogrodzka 31, 00-511 Warsaw.

§ 3 CATEGORIES OF DATA AND PURPOSES OF PROCESSING

1. The Administrator will process the following categories of Users' Personal Data:
 - Basic identification data entered voluntarily into the contact form on the Website, e.g. name, surname, e-mail address, telephone number,
 - Cookies and other diagnostic data collected by the Administrator when using the Website, e.g. internet logs and Users' IP addresses.
2. Users' Personal Data are processed for the following purposes:
 - in order to carry out activities performed at your request before concluding the contract, in order to conclude and perform the contract with the Administrator, in order to perform the contract concluded with MICHAL ŠENKÝŘ IV on your behalf as a third party (Article 393 of the Civil Code), when another party to the contract is entity - pursuant to Art. 6 section 1 point b) GDPR and no longer than until the completion of the above-mentioned activities;

- sending a newsletter which may contain commercial information about the activities, services and products offered by the Administrator (if appropriate consent is received) - pursuant to Art. 6 section 1 point a) GDPR and no longer than until consent is withdrawn;
- fulfilling the obligations imposed on the Administrator by relevant legal provisions - pursuant to Art. 6 section 1 point c) GDPR and no longer than the limitation period for claims for public receivables;
- implementation of the Administrator's legitimate interests, including promotion and advertising of the Administrator's activities, services and products (no longer than until an objection is raised), responses to messages and inquiries sent to the Administrator, ongoing cooperation and contacts with representatives of our clients in order to provide services on based on concluded contracts, monitoring traffic on the Website, ensuring its correct and optimal functioning, diagnosing errors related to server operation, analyzing possible security breaches and in managing the website, and for statistical purposes, i.e. collecting and analyzing demographic data of Users (where the connection), and adapting the Website to the needs and interests of Users, pursuing and defending against claims, archiving for the purposes of protecting the Administrator's legal interest (e.g. demonstrating compliance with applicable legal provisions (no longer than until these goals are achieved) - pursuant to Art. 6 section 1 point f) GDPR),

3. For purposes related to the implementation of legally justified interests related to the protection of the Administrator's legal interest, we have the right to process data in an automated manner, including using profiling on the principles described in this Privacy Policy and Cookies Policy.

§ 4 COOKIES AND SIMILAR TECHNOLOGY

1. The Administrator uses cookies mainly to provide the User with services provided electronically and to improve the quality of these services. Therefore, the Administrator and other entities providing analytical and statistical services to him use cookies to store information or gain access to information already stored in the User's telecommunications end device (computer, telephone, tablet, etc.). The use of cookies on the Website is not allowed is intended to identify Users. The policy regulates data processing related to the use of own cookies.

2. Necessary cookies

- The Administrator uses necessary cookies primarily to provide Users with the services and functionalities of the Website that the User wants to use. Necessary cookies can only be installed by the Administrator via the Website.
- The legal basis for data processing in connection with the use of essential cookies is the necessity of processing to perform the contract (Article 6(1)(b) of the GDPR).

3. Functional and analytical cookies

- Functional cookies are used to remember and adapt the Website to the User's choices, including: in terms of language preferences. Functional cookies may be installed by the Administrator and its partners via the Website.
- Analytical cookies enable obtaining information such as the number of visits and traffic sources on the Website. They are used to determine which pages are more or less popular and to understand how Users navigate the website by keeping statistics on traffic on the Website. Data processing takes place in order to improve the efficiency of the Website. The information collected by these cookies is aggregated and is not intended to identify the User. Functional cookies may be installed by the Administrator and its partners via the Website.

4. The legal basis for the processing of Personal Data in connection with the use of necessary and analytical cookies by the Administrator is his legitimate interest (Article 6(1)(f) of the GDPR), consisting in ensuring the highest quality of services provided on the Website.

5. The processing of Personal Data in connection with the use of functional and analytical cookies depends on obtaining the User's consent to the use (separately) of functional and analytical cookies via the cookie consent management platform. This consent may be withdrawn at any time via this platform.

6. Advertising cookies

- Advertising cookies allow you to adjust the displayed advertising content to the interests of Users within and outside the Website. Based on the information from these cookies and the User's activity on other websites, a profile of the User's interests is built. Advertising cookies may be installed by the Administrator and its partners via our Website.

7. The legal basis for the processing of Personal Data in connection with the use of advertising cookies by the Administrator for this purpose is his legitimate interest (Article 6(1)(f) of the GDPR), consisting in ensuring the highest quality of services provided on the Website. 8. The processing of Personal Data in connection with the use of advertising cookies is possible after obtaining the User's consent to the use of consent via the consent management platform. This consent may be withdrawn at any time via this platform

§ 5 PROCESSING TIME

1. The Administrator collects and processes only the Personal Data that are necessary and appropriate to fulfill the purposes specified above. The administrator will store them no longer than necessary to achieve these purposes.

2. If personal data are processed on the basis of consent, this consent may be withdrawn at any time, but this will not affect the lawfulness of the processing carried out on the basis of consent before its withdrawal.

3. Providing personal data by Users is voluntary, but necessary to achieve the above-mentioned purposes - it will not be possible if they refuse to provide them.

§ 6 RIGHTS OF PERSONS TO WHOM THE DATA CONCERN

1. Users have the following rights:

- the right to access your Personal Data, obtain copies thereof and information, among others: about the purposes of their processing, categories, recipients and storage period of this data;
- the right to request that the Administrator delete your Personal Data ("right to be forgotten") in certain situations, including when data processing is unlawful, is no longer necessary for the purposes for which the data was collected or in the event of reporting objection and lack of other legal grounds for data processing;
- the right to request that the Administrator limit the processing of your Personal Data in certain situations, including: during the period of verification by the Administrator of the correctness of personal data that has been questioned or until the objection is verified;

- the right to transfer your Personal Data, i.e. to receive them in a structured, commonly used format and send them to another administrator, provided that the data is collected on the basis of consent or processed in connection with the implementation of the contract concluded with Administrator;
- the right to object to the processing of your Personal Data if it is carried out in order to pursue the legitimate interests of the Administrator - for reasons related to the User's specific situation;
- the right to object to the processing of Personal Data if it is carried out for direct marketing purposes;
- the right to withdraw consent, if the User consents to the processing of data, the User has the right to withdraw it;
- the right not to be subject to a decision based solely on automated processing, including profiling;
- the right to submit a complaint to the supervisory authority if it is found that the processing of Personal Data is inconsistent with applicable regulations.

§ 7 DATA RECIPIENTS

1. The Administrator may share Personal Data with third parties (recipients) who cooperate with the Administrator in the scope of running the Website and provide services to the Administrator in this area.
2. All entities to which the Administrator provides Personal Data will be obliged to process this data in accordance with applicable regulations, including the GDPR.

§ 8 EXTERNAL WEBSITES

The Website may contain links to external websites and social networking sites that do not belong to the Administrator. The Administrator is not responsible for the manner of processing personal data or the use of cookies by entities that own external portals and recommends reading the privacy policies published there.

§ 9 FINAL PROVISIONS

This Privacy Policy is updated on an ongoing basis by the Administrator. Any changes to it caused by changes in legal regulations or related to changes in the offer of services available on the Website or the development of its functionalities will be immediately communicated on the Website.