

LinkedIn Leads Privacy Policy

1. This privacy policy ("Privacy Policy") contains information concerning the processing of personal data obtained through participation in the **Oh My H@ck It's International!** conference, on 11-12.05.2021 ("Conference").
2. The Administrator of the personal data collected in correlation with the Conference is PROIDEA Sp. z o.o., whose headquarters is in Cracow (30-418), ul. Zakopiańska 9 and has been entered into the register of entrepreneurs kept by the District Court for the City of Cracow under the number 000448243, NIP: 6793088842, and is also the leading organizer of the Conference ("Administrator").
3. You may contact us via email: biuro@proidea.org.pl or reach us at our phone number +48 605 177 303. Our telephone operating hours are from Monday to Friday from 9:00am to 5:00pm.

What kind of personal data do we process and for what reasons?

1. The Administrator processes personal data in agreement with the General Data Protection Regulation as of 27 April 2016 regarding the protection of individuals in connection with the processing of their personal data and regarding the ease in processing such data, as well as the repeal of the Data Protection Directive 95/46/EC ("GDPR").
2. We process personal data collected via a LinkedIn form, which is available on our fanpage at the address: <https://www.linkedin.com/company/42113853>. The Service contains advertisements for the Conference and enables individuals to receive a personalized ticket offer for the Oh My H@ck International event, which is available at the address: <https://www.linkedin.com/company/42113853/>
3. The Administrator processes the following personal data of every user: first name and last name, company and position at work, email address. This information is provided voluntarily by each participant who wishes to receive ticket information and agrees to be contacted by e-mail.
4. The user's personal data is processed in order to contact and send a ticket / partner offer.
5. Your personal data may be subject to profiling in order to reach the targets that they were chosen for. This data will not, however, be used by the administrator for the purpose of making automatic decisions.

How long do we keep your personal data?

1. Your personal data will be processed until the claims related to the agreement with the Administrator regarding participation at the conference have expired.
2. In the case that you agreed to the processing of your data for marketing purposes, your information will be processed until you withdraw your consent to such processing.
3. In the case that the Administrator received your consent to process your personal data for the Conference Partners (on the basis of art. 6 par. 1 pt. a) of the GDPR), your data will be processed by the Administrator until they have been sent to the Conference Partners. The Administrator has the right to use the materials made available by the Presenters after the conference, for the purpose of recruiting other speakers for the following editions of the Conference.

Who do we give your personal data to?

1. The recipients of your personal data are the Administrator's employees, as well as those cooperating with the Administrator. The recipients of your data may also be entities which provide services to the Administrator with regards to organizing the Conference or helping the Administrator reach marketing goals. Among those who have access to the personal data gathered by the Administrator are those entities servicing the Platform, which aid in registering for the Conference (the Platform is available through the web service LinkedIn, which is run by Microsoft in Sunnyvale).

2. In very rare cases, your personal data may be shared with the United States of America (see pt. 26), but only to those bodies which guarantee the safety of your personal data abiding by the proper standards for their protection, i.e. with reference to those issued by the European Commission's decision to provide the proper protection of personal data, mentioned in art. 45 of the GDPR, as part of the Privacy Shield, or on the basis of any necessary security, mention in art. 46 of the GDPR, including model contractual clauses.

Your rights

1. Any requests that you may have regarding your rights may be sent to us at our email address: biuro@proidea.org.pl or mailed to us by post at our address: Proidea Sp. z o.o., ul. Zakopiańska 9,30-418 Cracow Poland.

2. You are entitled to the following rights:

- The right to request access to your personal data;
- The right to make changes your personal data: if you believe that the personal data provided is inaccurate or incomplete;
- The right to remove your personal data;
- The right to limit what personal data is processed;
- The right to object to the processing of your personal data: you are entitled to object to the processing of your personal data on the basis of a personal situation. You have an absolute right to object to your personal data's being processed for direct marketing purposes, including profiling linked with direct marketing. In connection with the fact that the basis of processing personal data lies within the justifiable

interest of the Administrator, i.e. the settlement, investigation or protection of the Administrator's claims, the processing of the personal data of individual participants signed up for the Conference by another party (art 6 par. 1 pt f GDPR) may be objected by the individual.

- The right to withdraw consent: if you agreed to the processing of your personal data, you are entitled to withdraw your consent at any time, however this withdrawal does not pertain to the data that was processed before withdrawing consent.
- The right to transfer your personal data:

3. We will use our best efforts to ensure that your personal data is fully and legally protected. If, despite this fact, you believe that we are processing your data illegally, you are entitled to the right to lodge a complaint with a supervisory authority, which falls to the President of the Personal Data Protection Office in Poland.

Cookies

General information about cookies

1. We use technologies, such as cookie files, to gather and process personal data in order to personalize the content of advertisements visible on other web pages, as well as to conduct analyses of the traffic present in the Service.

Cookies enable us to get to know your interaction with the Service better. They allow us to therefore organize its structure. They also collect information on how it is that you use the Service, on the page through which you were directed to us, as well as the number of times you visited our page and how much time you spent on specific pages. Cookies also allow us to personalize our advertisements, as well as those of our partners.

The Service's cookie files are automatically stored in your devices if your setting so allow. A cookie file usually contains the domain name, its expiration date, as well as an individual random identification number for that file. The information stored within a cookie file may be found with other data that you provided, including your email address. You may switch off the cookies function in your internet

browser's settings. If you choose this option, you will be able to navigate the web, however the functions of the sites may be limited.

Using the Service and having cookies switched on in your settings is automatically read as consent for us to use cookies.

2. The Service uses the Administrator's cookies, as well as third party cookies.

Google Analytics

The Service uses the Google Analytics tool, a web analysis service offered by Google Inc. ("Google"). The Google Analytics tool uses cookies stored in your computer, which allow you to use the Service. Information on your use of the Service is sent to the US's Google server and there saved. The Service uses the anonymization of IP addresses. This means that your IP address will, in advance, be shortened by Google in the EU or other countries outside the EU

which are also signatories in the Agreement on the European Economic Area. The full IP address, before being shortened, will be sent to the Google server in the US only in special cases. Google uses the data in order to analyze your use of the Service for the Administrator, with the goal of creating reports on activity on the Service, as well as for the purpose of providing other services related to the use of the Service and Internet to the Administrator. The IP address identified by Google Analytics will not be merged with other data collected by Google.

Remarketing

The service uses cookie remarketing tools in order to provide you with advertisements on Facebook (Facebook Pixel) and Google (Google Ads).

Web Beacons

Besides cookies, the Service may also collect data regularly collected by the administrators of internet systems as a part of the so-called logs and files.

IP Address

The Administrator reserves the right to collect the IP addresses of those visiting the Service, as they may be helpful in diagnosing technical problems in the server, conducting statistical analyses (such as determining the regions that most visits come from). Additionally, they may be helpful in administering and perfecting the Service. The IP addresses are collected anonymously, which means that they are in no way placed in conjunction with the personal data of a user.

Changes to the Privacy Policy

1. Changes may need to be made to our Privacy Policy. If the Privacy Policy does undergo any change, you will be notified about such a fact.

2. This Privacy Policy applies as of 20.04.2021