

Privacy Policy

1. Data Controller on the <https://www.directpl.com> website is Direct Communication Sp. z o.o. with its registered office in Warsaw, ul. Sienna 39, 00-121 Warsaw, with the share capital of PLN 550 000.00, registered in the District Court for the Capital City of Warsaw in Warsaw, XII Commercial Division of the National Court Register under the KRS number 0000035843, Tax Identification Number (NIP) 525-15-77-165.
2. It is possible to contact the person supervising personal data processing in Direct Communication Sp. z o.o. via e-mail at the following address: direct@directpl.com
3. Personal data are processed in accordance with provisions concerning personal data protection to the extent and for the purpose necessary to establish, shape the content of the agreement, amend or terminate it and correctly perform services provided electronically or necessary to fulfil legitimate interests (legally justified purposes), and the processing shall not violate the rights and freedoms of the subject.
4. Personal data provided in the form on the website <https://www.directpl.com> are treated as confidential and are not visible to unauthorized persons.
5. Every data subject has a right to access, rectify, erase or restrict data processing, a right to object, a right to submit a complaint to a supervisory body.
6. Personal data are processed by persons exclusively authorized by Direct Communication Sp. z o.o. or the processor, whom Direct Communication Sp. z o.o. closely cooperates with.
7. Data controller will transfer personal data to the following recipients/consignees dealing with data process. The data may also be accessed by subcontractors (processors), e.g. accounting, legal, IT, claims adjusters, supportive services contractors for claims adjusters, marketing agencies.
8. Data controller does not intend to transfer personal data to a third country or to international organizations.
9. Direct Communication Sp. z o.o. reserves the right to process personal data after termination of the agreement or revocation of consent only to the extent necessary to pursue possible claims before a court or if national or EU law or international law requires data retention.
10. Direct Communication Sp. z o.o. has a right to make personal data of the <https://www.directpl.com> service user and other data of the service user available to entities authorized under the applicable law (e.g. law enforcement authorities).
11. Deletion of personal data may be performed as a result of revocation of consent or submission of a legally permissible objection to the personal data processing. Revocation of consent shall not affect the lawfulness of processing carried out on the basis of the consent prior to the revocation.
12. Direct Communication Sp. z o.o. shall not disclose personal data to entities other than those authorized under applicable laws.
13. Direct Communication Sp. z o.o. has implemented pseudonymisation mechanisms, data encryption and access control, thanks to which the effects of possible data security breaches are minimized.
14. On the basis of personal data processing, the Data Controller will not make any automated decisions towards the entity to which the data refer, including decisions resulting from profiling. (**Profiling means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyze or predict aspects concerning that natural*

person's performance at work, economic situation, health, personal preferences, interests, reliability, behavior, location or movements.)

15. In order to operate properly, the <https://www.directpl.com> website requires text information downloaded to the user's device and stored in the so-called cookies. The cookie mechanism is used by the majority of websites.
16. Direct Communication Sp. z o.o., as data controller of the service, uses cookie files for the following purposes:
 - a) to personalize and save certain settings so that the user is not asked to provide information that has already been obtained when visiting the following page;
 - b) to save information provided by the user (e.g. e-mail address);
 - c) to measure and test the website in order to ensure that it meets its objectives.
17. Cookies are used to make the website easier to use. When your browser re-connects to the page, the page recognizes the type of device from which the user connects. Parameters allow to read information contained in them only to the server that created them. Cookies therefore make it easier to use previously visited websites. Naturally, the user can manage these files on his device and delete them at his own discretion.
18. Cookies created by the <https://www.directpl.com> website are stored on Direct Communication Sp. z o.o. servers.
19. Collected information includes IP address, a type of browser used, a language, a type of operating system, an Internet service provider, information about time and date, location and information sent to the website via the contact form.
20. Direct Communication Sp. z o.o., on its website, <https://www.directpl.com>, uses the following cookies:

a. **Google Analytics ID**

1 Session Cookies			
Name	Domain	Path	Value
._gat	.directpl.com	/	1

2 Stored Cookies					
Name	Domain	Path	Expiration	Expiration in days	Value
._gid	.directpl.com	/	Wed, 16 May 2018 07:36:21 GMT	1	GA1.2.1802752836.1526369777
._ga	.directpl.com	/	Thu, 14 May 2020 07:36:21 GMT	730	GA1.2.1266980449.1526369777