

Privacy Policy of the Internet services of www.pol-mak.com.pl

I. General information.

1. This Privacy Policy determines information in detail in the scope of personal data protection and privacy protection of users of the internet site www.pol-mak.com.pl (referred to as: Website), including the regulations of storage and access to the information with the use of cookie files (so-called cookies).
2. The website operator is a printing facility "Zakład Poligraficzny POL-MAK" (referred to as: Website Operator or Operator).
3. In some cases the Website Operator and service providers use cookies, web beacons or other technologies to automate the process of data collection of a certain kind during visits of its users on the Website or with the use of e-mail addresses. The collection of the information allows for better understanding and improvement of operation, functionality and efficiency of the Website. The Website obtains data on its users and their behaviour by following means:
 - 1) through information typed in forms,
 - 2) through cookies registered in terminal devices,
 - 3) through the collection of web server logs by a hosting operator.
4. IP addresses of users who visit the Website may be registered to provide safety of IT system and for diagnostic reasons. Information may also be used collectively in order to analyse the Internet trends and the assessment of operation of the Website.
5. Website Operator or service providers may use web beacons in order to monitor the effectiveness of websites of other entities, who provide certain services for Website Operator in the range of recruitment or marketing, collecting statistics related to the site users or management of cookie files. The user may turn off the beacons by rejecting certain cookie files related to a certain beacon. Such a beacon may still register anonymous visits from this IP address but the information obtained that way is not registered.
6. The Website may have the functions of sharing the content through social media belonging to third parties, such as, among others, the button "Like" on Facebook or widget on Twitter. All of these social media apps may collect and use the data related to the activity of users on the Web. Any personal data given by users with the use of such social media apps may be collected and used by other users of such apps and their mutual interactions undergo privacy policy regulations of companies that are the service providers. It is beyond our control and we bear no responsibility for the companies mentioned above and their use of personal data. Additionally, the Website may include blogs, discussion forums, crowdsourcing sites, and other applications or services (altogether called "social functions"). The aim of social functions is to sharing knowledge and content. Any personal data given by users of any of these social functions may be shared with other users of a certain social platform (unless it is stated differently while collection) which is of our limited supervision or none.

II. Personal data.

1. The Operator is responsible for personal data collected with the use of the Website.
2. The Website collects data that was given voluntarily by a user. In order to use a certain form by a user they may be asked to provide certain data, e.g. name, surname, e-mail address; the Website presents clear information for a user in such a case.
3. Providing personal data is not necessary, however, the Website Operator may require certain data to be given if a user wants to obtain additional information on services or events which are mentioned on the website. A user may also be inquired if they accept their data processing in a certain way and they may accept or reject such the option. A user that receives certain information or services, such as electronic information bulletin, may resign from its subscription at any time by following the instructions given in each of such documents.

4. Personal data shall not be used for other aims that outlined in the Privacy Policy document unless the Operator obtains a user's consent to do so, unless the use of the information is permitted by proper legal regulations.
5. The Operator collects only the personal data that is necessary to manage applications of visitors to the Website. If any other optional information is needed, users are informed about the fact before such data collection.
6. The Operator does not collect "sensitive" data on purpose, unless the obligation to do so results from binding law regulations, e.g. for a recruitment process.

III. Information on cookies.

1. The Website uses cookies.
2. Cookie files are IT data, specifically text files, that are stored in the user's terminal equipment and intended for the use of websites. Cookies usually include a website name that they came from, time of storage at a terminal device, and a unique number.
3. The website operator is the entity that locates cookie files on a user's terminal equipment.
4. Cookie files are used for the following purposes:
 - 1) adjustment of website content to preferences of a user and optimisation of the internet site use; specifically, cookie files allow for recognition of a website user device and allow for proper display of the internet site, adjusted to their individual needs;
 - 2) the compilation of statistics to learn how the website visitors use websites for further improvement of site structure and content;
 - 3) the maintenance of user's sessions at a website (upon logging-in), thanks to which a user does not have to type login and password at each subpage.
5. Two main kinds of cookie files are used by the Website: session cookies and persistent cookies. Session cookies are temporary files that are stored in a user's terminal device till logging-out and leaving a website or switching off a software (search engine). Persistent cookies are stored in a user's terminal device for the period given in the parameters of cookie files or until they are removed by a user.
6. The following types of cookies are used by the Website:
 - 1) necessary cookie files that enable the visitor to use services available on the website, e.g. certifying cookies that are used for services which must be certified on the Website;
 - 2) cookies that are used for safety, e.g. used for detection of misuse of certificates on the Website;
 - 3) efficiency cookies that allow for the collection of information on the manner of use of the Website;
 - 4) functional cookies that allow for remembering selected settings and the interface by a user, e.g. in the range of a selected language or region from which a user comes from, font size, webpage displayed look, etc.
7. The software used for searching internet sites (search engine) usually allows for the default storage of cookies in the user's terminal device. Website users may change the settings within this scope. A search engine allows for the removal of cookies. It is also possible to block cookies automatically. Detailed information for this topic is included in a help section or documentation of a search engine.
8. The limitations of the use of cookies may influence some functionalities available at subpages of the Website.
9. The Website Operator uses tools provided by Google Analytics. More information on the use of these tools by the Website Operator is available at <http://www.google.com/analytics/learn/privacy.html>.
10. Cookies may also be used by advertising networks, in particular, by Google network, for displaying advertisements adjusted to the manner that is used by a Website visitor. Therefore, they may retain the information on the user's navigational path or time of using the page.

11. Within the range of information on user's preferences collected by Google advertising centre, a user may overview and edit the information resulting from cookie files with the use of the tool: <https://www.google.com/ads/preferences/>.

IV. Web server logs.

1. The information on some behaviours of users undergoes logging-in through a server layer. The data is only used for administration of the Webpage and to provide the management of hosting services as efficiently as possible.
2. The resources which are viewed by visitors are then identified by URL addresses. Moreover, the following items may be recorded:
 - 1) time of inquiry arrival,
 - 2) time of forwarding a response,
 - 3) name of a client's station – identification performed by HTTP protocol,
 - 4) information on errors that occurred during the execution of HTTP transaction,
 - 5) URL address of the page previously visited by a user (referrer link) – when the entrance to the Webpage is performed via a referrer link,
 - 6) information on the user's search engine,
 - 7) information on the IP address.
3. The abovementioned data is related to specified people who browse pages.
4. The abovementioned data is not only used for the administration of the server.

V. Sharing data.

1. Data may be shared with external entities only within the legally permitted scope.
2. Data that provide for the identification of a physical person may be shared only upon this person's consent.
3. The Operator may be obliged to provide information collected by the Website to authorised bodies based on the legal requirements within the scope resulting from the request.

VI. Managing cookies.

If a user does not want to receive cookie files, they may change the settings of their search engine. However, we reserve that switching off cookies, that are necessary to the processes of authorisation, safety, maintenance of user's preferences, may hinder the use of the Website or make it impossible.

VII. Other provisions.

The Website Operator may introduce changes to this document as the follow-up of a current Privacy Policy. In case of modifications, there is also a date of the latest updated version visible on the first page of the document.