
Privacy Policy – Privacy & Terms

In accordance with the information obligation regarding the protection of your personal data as required by the European Parliament and Council of the European Union Regulation (EU) 2016/679 of April 27, 2016, on the protection of individuals concerning the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC, commonly known as "GDPR," we would like to inform you about the principles of processing personal data by Blue Eyes Media Sp. z o.o. and your rights.

1. The administrator of your personal data is Blue Eyes Media Sp. z o.o., with its registered office at 10 Polczyńska Street, 01-378 Warsaw, VAT ID: 522-29-70-351. Any correspondence regarding the processing of your personal data with the note "Personal Data" should be sent to the administrator's registered address or via email at office@be-media.com.pl.

2. Your personal data is processed for the following purposes:

- a) Conclusion and execution of a contract related to the implementation of an advertising campaign, in accordance with the order conditions, issuing settlement documents, and sending electronic messages related to the execution of the contract.
- b) Establishment, defense, and pursuit of claims by the Administrator.
- c) Marketing of the Administrator's own products, based on Article 6(1)(f) of GDPR, i.e., based on the necessity of processing for the purposes of the legitimate interests pursued by the Administrator. The legitimate interests pursued by the company involve offering customers comprehensive business information within the scope of advertising campaign implementation services.

3. The Administrator processes personal data to the extent that it is made publicly available from publicly accessible sources, i.e., on websites and official registers (e.g., National Court Register, REGON, etc.).

4. Every individual has the right to access their data and to rectify, erase, or restrict the processing of their data, as well as the right to data portability, in accordance with the provisions of the law.

5. The person to whom the data pertains has the right to object to the processing of their personal data at any time. Submitting an objection does not affect the lawfulness of the processing that was carried out before.

6. Your personal data may be disclosed to the following entities:

- a) Entities providing accounting and legal services to the Administrator.
- b) Entities providing and supporting IT services.
- c) Entities or authorities authorized by law, including but not limited to the prosecutor's office, the Police, and the Tax Office, in connection with the performance of legal obligations incumbent on the Administrator.

7. Your personal data is not transferred outside the European Economic Area, to third countries, or international organizations.

8. Your data is not subject to profiling.

9. The retention period for your personal data is determined based on the following criteria:

a) For the duration of the contract and the statute of limitations for claims arising from the contract.

b) For the period during which legal regulations obligate the Administrator to process data.

c) For the period necessary to achieve the processing purposes indicated in point 2c above, i.e., for the duration of the Administrator's legitimate interests.

d) For the period for which consent has been given or until objection or withdrawal of consent to data processing is made.

10. Your personal data will be stored with the utmost care and secured with appropriate technical and organizational measures to prevent unauthorized access, in accordance with the requirements of the GDPR.