

PRIVACY POLICY

We have created this privacy policy for visitors to the website <https://www.sofin.pl> (hereinafter 'Website').

The administrator of your personal data in connection with the use of the Website is Dr. Miele Cosmed Group S.A. with its registered office in Radom, address: ul. Wielkopolska 3, 26-600 Radom, entered in the register of entrepreneurs under the KRS number: 0000049539 (hereinafter '**Dr. Miele Cosmed**' or '**We**').

For all matters relating to the processing of personal data by the Website, you may contact us:

- by email at: info@dr-miele.eu
- or in writing at the aforementioned address of our registered office.

For ease of reference, we have divided this document into two parts:

- Cookies and other technologies
- Other processing of personal data of Website users

COOKIES AND OTHER TECHNOLOGIES

We use cookies and other similar mechanisms to understand how users use our Website and for marketing purposes, including to display advertisements to them elsewhere on the Internet.

A cookie is a small text file stored by the Website on your computer, phone or any other device. The cookie contains data about your use of the Website.

Some cookies are necessary for the operation of the Website. In other cases, the first time you visit our Website, we ask you to agree to the installation of cookies. We do not use advertising or analytics cookies (or any non-essential cookies) without your consent.

You can change your cookie settings at any time by changing your browser settings. You can also always return to the cookie consent management panel using the round button visible at the bottom left of our website.

Your blocking of specific cookies, if you have previously consented to them, will be considered as a revocation of your consent and will mean that we no longer process your data in this respect.

Below you can read exactly which cookies we use and which companies your data may be passed on to in this connection.

What cookies do we use?

1. Essential cookies

- These cookies are used to make the website work properly. You can't turn them off because if you turn them off, our website simply won't work properly.
- In this respect, we use the Cookiebot tool, which stores your privacy settings. It shows your consent or lack thereof to the running of particular types of cookies on our website.

- Other necessary cookies on our Website are used for the correct functioning and management of our Website, including for making changes to the Website, for correct display and for keeping the Website secure.

2. Cookies for user preferences

- The Website uses a tool which, based on your anonymised IP address, allows us to determine from which country you are accessing the Website, and consequently which language version you prefer.

3. Statistical analysis of our Website

- We use tools that collect statistical data to help us understand how users use our Website. The data we receive from these tools does not give us information about a specific individual and we do not combine it with other data you provide to us.
- In this regard, we use Google Analytics. The information that Google Analytics collects about you is, for example: how many times you visit the Website; which pages you visit; the date of your first and last visit; the duration of your visit; the page from which you visited the Website; the browser you use; the link you clicked on; the location in the world from which you access the Website, etc. The version of Google Analytics that we use does not collect (or record or store) IP addresses.
- Google assigns an individual user an identifier (the so-called Google ID) and collects the data obtained from cookies from various websites on its servers. We - as the owner of the Website - may receive reports (statistics) from Google exclusively related to the traffic on our Website. These reports, of course, only include persons who have consented on our Website to have their visits recorded by Google Analytics.
- We use Google Analytics in such a way that your IP address is truncated before being passed on. The anonymised IP address processed by Google Analytics as declared by this company is not combined with other Google data.
- You can prevent Google Analytics from recording information from your browser by installing a special plug-in [here](#). Further detailed information on the operation of Google Analytics can be found [here](#).

4. Google Ads - behavioural advertising and other Google tools

- Google collects data on its servers from cookies placed on your device. This data is collected from all websites where you have allowed the use of cookies (including our Website), as well as from the ads you have clicked on. Google uses this information to display advertisements on other websites you visit and/or in your browser. Usually, cookies from Google expire after 3 months.
- We, as advertisers using Google's services, do not have access to the cookie data stored on your device, but we can commission advertisements to audiences of our choice, e.g. to all persons who have visited our website (or a specific subpage of it or a specific product) in the last 7 days.
- This data is only statistical material for us, and we only commission adverts on the basis of aggregate criteria (to specific target groups and not to a specific user), so the cookie data is in no way combined with other data you provide us with.
- Much more extensive information about your use of the websites is held by Google. You can read more about how Google uses cookies to display advertisements and how you can manage your advertising preferences [here](#).

- We also use (as part of our use of Google Ads and Google Analytics) tools that allow us to manage our advertising campaigns and measure their effectiveness.

5. Facebook conversion pixel

- We use the so-called 'Facebook conversion pixel' in order to manage advertising on Facebook and Instagram.
- If you agree to the use of this cookie on our Website, then Facebook obtains information via this tool that you have visited our Website and what is the source (previous website) from which you came to our Website. This information is assigned to your profile on this website, if you have one. If you are not a user of these websites, then the information is assigned to a so-called 'Facebook ID' created for you.
- With this tool, we can order advertisements on Facebook and Instagram to those people who have already visited our Website or individual sub-sites (remarketing).
- We then receive statistical data from Facebook on the effectiveness of the ads (e.g. how many people saw our ad, how many people clicked on it), without reference to specific users.
- If you have a Facebook or Instagram account, we encourage you to read more about what user data the owner of these services collects from the various websites via cookies: <https://www.facebook.com/about/privacy/> and <https://help.instagram.com/155833707900388>.

6. Links to our social media profiles

- We also have links on the Website to our social media profiles, i.e. Facebook and Instagram. These are simple links, taking you to the aforementioned services. You can find detailed information on how the respective service processes your personal data in Meta's privacy policy: https://www.facebook.com/privacy/policy/?locale=pl_PL.
- If you do not want the social networks to attribute the data collected during your visit to the Website directly to your profile on the respective website, you must log out of that website before visiting our Website.

Legal issues relating to cookies

The legal basis for our use of essential cookies (indicated above) is our legitimate interest, i.e. the right to operate the Website in support of our business, and the need to maintain its security. The legal basis for our use of other cookies is your consent.

Your data from cookies will be processed and stored depending on the duration of the use of the above-described IT technologies Google Analytics, Google AdWords, Facebook Pixel, etc. or until you withdraw your consent in this respect. In the cookie management panel on our Website, you can check how long specific cookies store information.

In connection with our processing of your personal data by means of cookies, you have rights at any time, as described below.

Our use of cookies, in particular for the purpose of behavioural advertising, may involve so-called profiling. This means that we may create a profile of you on the basis of the information we have collected (e.g. type of device from which the Website was accessed, technology used, frequency of visits, individually assigned ID number) and on this basis formulate purchasing

forecasts for the future. This allows us to decide what content (including advertising) to display on our and other websites.

OTHER PROCESSING OF WEBSITE USERS' PERSONAL DATA

What data do we process and for what purposes?

In addition to the cookies described above, we may process the following of your data:

Where/when do you give us the data?	Type of data	Purpose of processing	Legal basis
When you send us e-mail	e-mail address, other contact details you provide us with, content of the message	providing an answer to your request	our legitimate interest to respond to an enquiry sent by you your request (Article 6(1)(f) RODO)
When you take part in competition organised by us	name and surname, other personal data needed to participate in the competition and/or receipt of the prize (full information can always be found in the competition regulations);	<ul style="list-style-type: none">- implementation of the competition,- determining the winners,- announcement of the results	<ul style="list-style-type: none">- Your consent given by entering the competition (Article 6(1)(a) of the RODO),- Our legitimate interest to the execution of the competition (art. 6(1)(f) RODO)

It is not compulsory for you to provide the above data, but it is necessary in order to contact you by email, to respond to your request.

How long do we process data?

We may process your data processed by us on the basis of our so-called legitimate interest for as long as the purpose of the processing stated in the table above justifies it, unless you object to us processing your data for this purpose.

In addition to this, we may subsequently keep your data properly stored and protected for such a period of time as our liability could arise from the processing of your data. Once the statute of limitations for possible claims has expired, we will proceed to delete the customer's/user's personal data on a case-by-case basis.

We will process data processed by us on the basis of consent for as long as you do not withdraw this consent.

With whom do we share your data?

We use the services of other cooperating companies in our business, so your data may be entrusted by us to: associates of Dr. Miele Cosmed and subcontractors for marketing and

website maintenance services, including Website and email hosts, companies providing us with data archiving services, providers of Google Analytics, Google AdWords, Facebook Pixel.

What rights do you have in relation to the processing of your data?

We are committed to respecting the confidentiality of your personal data and to ensuring that you can exercise your rights. You can exercise your rights at no cost to you by emailing us or otherwise contacting us.

Remember that in relation to the processing of your data you have the right to:

- to request from Us access to the data We hold about You;
- to rectify your data;
- have your data erased if it is no longer necessary for the purposes for which it was processed or we have no other legal basis for processing it;
- to restrict the processing of your data;
- request the transfer of your personal data;
- lodge a complaint with the President of the Data Protection Authority if you believe that your data is being unlawfully processed by us