

**PRIVACY POLICY OF THE STAT.HAUS WEBSITE, HEREINAFTER REFERRED TO AS:
"THE SERVICE," "THE WEBSITE," OR "STAT.HAUS"**

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§1. GENERAL PROVISIONS

1. This Privacy Policy of the Website is informational in nature, meaning that it does not impose obligations on the Users/Clients of the Website. The Privacy Policy primarily outlines the principles concerning the processing of personal data by the Administrator on the Website, including the legal bases, purposes, and scope of personal data processing, as well as the rights of the individuals whose data is being processed. It also provides information regarding the use of cookies and analytical tools on the Website.

2. The Administrator of the personal data collected through the Website is Karolina Dyrła-Mularczyk, conducting business under the company name Stat.Haus Dyrła&Dyrła Karolina Dyrła-Mularczyk, registered in the Central Registration and Information on Business of the Republic of Poland maintained by the minister responsible for the economy, with the following details: business location and correspondence address: ul. Polna 28/27, 60-533 Poznań, Poland, VAT ID (NIP): 9591747579, National Business Registry Number (REGON): 366476756, email: office@stat.haus, phone number: +48 667 506 922 – hereinafter referred to as the "Administrator," who is also the **Service Provider** of the Website.

3. Personal data on the Website is processed by the Administrator in accordance with the applicable laws, particularly the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons concerning the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, OJ L 119, 04.05.2016, p. 1–88) – hereinafter referred to as the "GDPR" or "GDPR Regulation." The official text of the GDPR Regulation can be found at: <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32016R0679>.

4. The use of the Website, including entering into agreements, is voluntary. Similarly, providing personal data by the User/Client using the Website is voluntary, with two exceptions:

- a. Entering into agreements with the Administrator – failure to provide personal data in cases and to the extent indicated on the Website and in the Website Terms of Service and this Privacy Policy, which are necessary to enter into and execute an Agreement, Sales Agreement, or an agreement for the provision of Electronic Services with the Administrator, will result in the inability to enter into such an agreement. Providing personal data is, in such a case, a contractual requirement, and if an individual wishes to enter into an agreement with the Administrator, they are obliged to provide the required data. The specific scope of data required to enter into an agreement is indicated on the Website and in the Website Terms of Service;
- b. Legal obligations of the Administrator – providing personal data is a statutory requirement resulting from generally applicable laws that impose on the Administrator the obligation to process personal data (e.g., processing data for the purpose of keeping tax or accounting records) and failure to provide such data will prevent the Administrator from fulfilling these obligations.

5. The Administrator takes particular care to protect the interests of individuals whose personal data is processed, and, in particular, is responsible for and ensures that the data collected is:

- a. processed lawfully;
- b. collected for specified, legitimate purposes and not further processed in a manner incompatible with those purposes;
- c. factually correct and adequate concerning the purposes for which they are processed;
- d. stored in a form that permits the identification of the data subjects for no longer than is necessary for the purposes for which the data is processed and

e. processed in a manner that ensures appropriate security of the personal data, including protection against unauthorized or unlawful processing and against accidental loss, destruction, or damage, using appropriate technical or organizational measures.

6. Taking into account the nature, scope, context, and purposes of processing as well as the risk of varying likelihood and severity for the rights and freedoms of natural persons, the Administrator implements appropriate technical and organizational measures to ensure that processing is performed in accordance with this Regulation and to be able to demonstrate such compliance. These measures are reviewed and updated where necessary. The Administrator employs technical measures to prevent unauthorized persons from obtaining and modifying personal data sent electronically. For instance, technical measures such as Microsoft365 tools (Defender, Entra, Exchange Online Protection) are used to secure and regulate access to data (protection against phishing, spoofing, malware), with enforced MFA (Multi-Factor Authentication) for every employee of the company. Additionally, regular training sessions and reminders on cybersecurity topics (phishing, spoofing, malware, etc.) are conducted.

7. All terms, expressions, and acronyms used in this Privacy Policy and starting with a capital letter (e.g., Service Provider, User, Website, Electronic Service, etc.) should be understood according to their definitions contained in THE TERMS AND CONDITIONS OF ELECTRONIC SERVICES AND WEBSITE available on the STAT.HAUS website.

§2. LEGAL BASIS FOR DATA PROCESSING

1. The Administrator is entitled to process personal data in cases where – and to the extent that – at least one of the following conditions is met:

- a. the data subject has given consent to the processing of their personal data for one or more specific purposes;
- b. processing is necessary for the performance of a contract to which the data subject is a party or to take steps at the request of the data subject prior to entering into a contract;
- c. processing is necessary for compliance with a legal obligation to which the Administrator is subject;
- d. processing is necessary for the purposes of the legitimate interests pursued by the Administrator or by a third party, except where such interests are overridden by the

interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular, where the data subject is a child.

2. The processing of personal data by the Administrator requires the occurrence of at least one of the legal bases specified in §2, Section 1 of this Privacy Policy. The specific legal bases for the processing of personal data of the Users/Clients of the Website by the Administrator are indicated in the next section of this Privacy Policy – in relation to the specific purpose of data processing by the Administrator.

§3. PURPOSE, LEGAL BASIS, AND DURATION OF DATA PROCESSING ON THE WEBSITE

1. The purpose, legal basis, duration, and recipients of personal data processed by the Administrator are determined by the specific actions taken by the given User/Client on the Website or by the Administrator.

2. The Administrator may process personal data on the Website for the purposes, based on the legal grounds, and for the durations indicated in the table below.

Purpose of data processing	Legal basis for data processing	Data storage period
Execution of the Sales Agreement, Agreement or agreement for the provision of an Electronic Service or taking action at the request of the data subject before concluding the aforementioned agreements	Article 6(1)(b) of the GDPR Regulation (performance of a contract) – processing is necessary for the performance of a contract to which the data subject is a party, or to take action at the request of the data subject before entering into a contract	The data is stored for the period necessary to execute, terminate or otherwise expire the concluded Sales Agreement or the agreement for the provision of Electronic Services.

<p>Direct Marketing</p>	<p>Article 6, paragraph 1, letter f) of the GDPR Regulation (legitimate interest of the administrator) – processing is necessary for the purposes resulting from the legitimate interests of the Administrator – consisting in taking care of the interests and good image of the Administrator, its Website and striving to sell Services/Products</p>	<p>The data is stored for the period of existence of a legitimate interest pursued by the Administrator, but no longer than for the limitation period of the Administrator's claims against the data subject,</p> <p>in connection with the business activity conducted by the Administrator. The limitation period is specified by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to conducting business activity is three years, and for the Sales Agreement two years). The Administrator may not process the data for direct marketing purposes in the event of an effective objection in this respect by the data subject.</p>
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Marketing	Article 6 paragraph 1 letter a) of the GDPR Regulation (consent) – the data subject has consented to the processing of his/her personal data in order to receive marketing information from the Administrator	The data is stored until the data subject withdraws their consent to further processing of their data for this purpose.
Maintaining tax books, fulfilling tax obligations	Article 6 section 1 letter c) of the GDPR Regulation in connection with Article 86 § 1 of the Tax Ordinance of 29 August 1997 (Journal of Laws of 2023, item 2383) in connection with Article 5 of the Act on Goods and Services Tax of 11 March 2004 (Journal of Laws of 2024, item 364) – processing is necessary to fulfil the legal obligation of the Administrator	The data is stored for the period required by law requiring the Administrator to store tax books (until the expiry of the limitation period for the tax liability, unless tax laws provide otherwise).
Determining, pursuing or defending claims that may be raised by the Administrator or that may be raised against the Administrator	Article 6 paragraph 1 letter f) of the GDPR Regulation (legitimate interest of the administrator) – processing is necessary for the purposes resulting from the legitimate interests of the Administrator, consisting in establishing, pursuing or defending claims that may	Data is stored for the duration of the legitimate interest pursued by the Administrator, but no longer than the limitation period for claims that may be brought against the Administrator (the basic

	be raised by the Administrator or that may be raised against the Administrator	limitation period for claims related to conducting business activity is three years).
Using the Website and ensuring its proper operation	Article 6 paragraph 1 letter f) of the GDPR Regulation (legitimate interest of the administrator) – processing is necessary for the purposes resulting from the legitimate interests of the Administrator – consisting in running and maintaining the Website	Data is stored for the period of existence of a legitimate interest pursued by the Administrator, but no longer than for the limitation period of the Administrator's claims against the data subject, in relation to the Administrator's business activity. The limitation period is specified by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to conducting business activity is three years).
Maintaining statistics and analyzing traffic on the Website	Article 6, paragraph 1, letter f) of the GDPR Regulation (legitimate interest of the administrator) – processing is necessary for the purposes resulting from the legitimate interests of the Administrator, consisting of keeping statistics and analyzing traffic on the	Data is stored for the period of existence of a legitimate interest pursued by the Administrator, but no longer than for the limitation period of the Administrator's claims against the data subject, in relation to the Administrator's business

	Website in order to improve the functioning of the Website and increase sales of Services/Products	activity. The limitation period is specified by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to conducting business activity is three years).
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§4. RECIPIENTS OF DATA ON THE WEBSITE

1. For the proper functioning of the Website, including the execution of concluded Agreements, it is necessary for the Administrator to use the services of external entities (such as software providers, couriers, postal operators, or payment processing entities). The Administrator only uses the services of such processors that provide sufficient guarantees of implementing appropriate technical and organizational measures to ensure that the processing complies with the requirements of the GDPR and protects the rights of the data subjects.

2. The transfer of data by the Administrator does not occur in every case and not to all recipients or categories of recipients indicated in this privacy policy. The Administrator transfers data only when it is necessary for the achievement of the specific purpose of personal data processing and only to the extent necessary to fulfill that purpose.

3. Personal data of Users/Clients of the Website may be transferred to the following recipients or categories of recipients:

a. Service providers supplying the Administrator with technical, IT, and organizational solutions that enable the Administrator to conduct its business activities, including the Website and the Electronic Services provided through it (in particular, software providers for running the Website, email and hosting providers, as well as software providers for managing the company and providing technical support to the Administrator) – The Administrator makes the collected personal data of the User/Client available to the selected provider acting on its behalf only in cases and to the extent necessary to achieve the specific purpose of data processing consistent with this privacy policy.

b. Service providers providing accounting, legal, and advisory support to the Administrator (in particular, an accounting office, a law firm, or a debt collection company) – The

Administrator makes the collected personal data of the User/Client available to the selected provider acting on its behalf only in cases and to the extent necessary to achieve the specific purpose of data processing consistent with this privacy policy.

c. Providers of social media plugins, scripts, and other similar tools placed on the Website that enable the browser of the person visiting the Website to retrieve content from the providers of the said plugins (e.g., login via social media login credentials) and, for this purpose, to transfer the personal data of the visitor to those providers, including:

i. **LinkedIn Ireland Unlimited Company** – The Administrator uses social media plugins from LinkedIn.com on the Website and, in connection with this, collects and shares the personal data of the User using the Website with LinkedIn Ireland Unlimited Company (Gardner House, 2 Wilton Pl, Saint Peter's, Dublin 2, Ireland) to the extent and under the privacy terms available here: [\]\(https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy\)](https://www.linkedin.com/legal/privacy-policy?trk=homepage-basic_footer-privacy-policy) (these data include information about actions on the Website, including device information, visited sites, purchases, displayed ads, and usage patterns – regardless of whether the User has a LinkedIn account and is logged into it).

ii. **Meta Platforms Ireland Ltd.** – The Administrator uses social media plugins from Facebook (e.g., the Like, Share button, or login using Facebook credentials) and Instagram on the Website and, in connection with this, collects and shares the personal data of the User using the Website with Meta Platforms Ireland Ltd. (4 Grand Canal Square, Grand Canal Harbour, Dublin 2 Ireland) to the extent and under the privacy terms available – for Facebook – here: [\(https://www.facebook.com/about/privacy/\)](https://www.facebook.com/about/privacy/) and – for Instagram – here: [\]\(https://help.instagram.com/519522125107875/?helpref=hc_fnav\)](https://help.instagram.com/519522125107875/?helpref=hc_fnav) (these data include information about actions on the Website, including device information, visited sites, purchases, displayed ads, and usage patterns – regardless of whether the User has a Facebook or Instagram account and whether they are logged into Facebook or Instagram).

§5. PROFILING ON THE WEBSITE

1. The GDPR obliges the Administrator to inform about automated decision-making, including profiling, as referred to in Article 22(1) and (4) of the GDPR, and – at least in these cases – significant information about the principles of their making, as well as the significance and anticipated consequences of such processing for the data subject. With this in mind, the Administrator provides information about possible profiling in this section of the privacy policy.

2. The Administrator may use profiling on the Website for direct marketing purposes, but the decisions made based on it by the Administrator do not concern the conclusion or refusal to

conclude an Agreement, nor the possibility of using Electronic Services on the Website. The result of using profiling on the Website may be, for example, granting a discount to a person, sending them a discount code, reminding them about unfinished purchases, sending a proposal for a Service/Product that may match the person's interests or preferences, or offering better conditions compared to the standard offer of the Website. Despite profiling, the person freely decides whether they wish to take advantage of the discount or better conditions received and make a purchase on the Website.

3. Profiling on the Website involves automatic analysis or prediction of a person's behavior on the Website, e.g., by adding a specific Product/Service to the cart, browsing a specific Product/Service page on the Website, or by analyzing the history of actions taken on the Website. The condition for such profiling is that the Administrator possesses the personal data of the person to then send, for example, a discount code.

4. The data subject has the right not to be subject to a decision that is based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

§6. RIGHTS OF THE DATA SUBJECT

1. Right of Access, Rectification, Restriction, Erasure, or Data Portability – The data subject has the right to request from the Administrator access to their personal data, its rectification, erasure ("right to be forgotten"), or restriction of processing, as well as the right to object to processing and the right to data portability. The detailed conditions for exercising these rights are outlined in Articles 15-21 of the GDPR.

2. Right to Withdraw Consent at Any Time – If the personal data are processed by the Administrator based on consent (under Article 6(1)(a) or Article 9(2)(a) of the GDPR), the data subject has the right to withdraw their consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

3. Right to Lodge a Complaint with a Supervisory Authority – The data subject whose data are processed by the Administrator has the right to lodge a complaint with a supervisory authority in accordance with the procedures and terms set out in the GDPR and Polish law, particularly the Personal Data Protection Act. The supervisory authority in Poland is the President of the Personal Data Protection Office, located at ul. Stawki 2, Warsaw, with whom contact can be made as follows:

- By mail: ul. Stawki 2, 00-193 Warsaw;
- Via the electronic inbox available at: [UODO Contact](#);
- By phone: (22) 531 03 00.

4. Right to Object – The data subject has the right to object at any time, on grounds relating to their particular situation, to the processing of their personal data based on Article 6(1)(e) (performance of a task carried out in the public interest or in the exercise of official authority) or (f) (legitimate interests of the controller), including profiling based on these provisions. In such cases, the Administrator must no longer process the personal data unless it demonstrates the existence of compelling legitimate grounds for processing that override the interests, rights, and freedoms of the data subject or for the establishment, exercise, or defense of legal claims.

5. Right to Object to Direct Marketing – If personal data are processed for the purposes of direct marketing, the data subject has the right to object at any time to the processing of their personal data for such marketing purposes, including profiling, to the extent that the processing is related to such direct marketing.

6. To exercise the rights mentioned in this section of the privacy policy, you may contact the Administrator by sending a relevant written request or email to the address specified at the beginning of the privacy policy or by using the contact form available on the Website.

§7. COOKIES ON THE WEBSITE AND ANALYTICS

1. Cookies are small text files sent by the server and stored on the device of the person visiting the Website (e.g., on the hard drive of a computer, laptop, or on the memory card of a smartphone—depending on the device used by the visitor to access the Website).

2. The cookies sent by the Website can be categorized into different types based on the following criteria:

<p>By Provider:</p> <ul style="list-style-type: none"> • First-Party Cookies (created by the Administrator's Website itself) 	<p>By Storage Duration on the Visitor's Device:</p> <ul style="list-style-type: none"> • Session Cookies (stored until the visitor logs out of the 	<p>By Purpose of Use:</p> <ul style="list-style-type: none"> • Essential Cookies (necessary for the proper functioning of the Website)
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<ul style="list-style-type: none"> • Third-Party Cookies (belonging to entities other than the Administrator) 	<p>Website or closes their web browser)</p> <ul style="list-style-type: none"> • Persistent Cookies (stored for a specified period, defined by the parameters of each cookie or until manually deleted) 	<ul style="list-style-type: none"> • Functional/Preference Cookies (allowing the Website to be tailored to the visitor's preferences) • Analytical and Performance Cookies (collecting information on how the Website is used) • Marketing, Advertising, and Social Cookies (gathering information about the visitor to display personalized advertisements and conduct other marketing activities, including on websites other than the Website, such as social media platforms)
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3. The Administrator may process data contained in Cookies when visitors use the Website for the following specific purposes:

<p>The purposes of using cookies on the Administrator's website:</p>	<p>identifying Service Users/Customers as logged in to the Website and showing that they are logged in (essential Cookies)</p>
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	remembering Products/Services added to the cart in order to place an order (essential Cookies)
	remembering data from completed forms, surveys or login details to the Website (necessary and/or functional/preference Cookies)
	adapting the content of the Website to the individual preferences of the Service Recipient/Customer (e.g. regarding colours, font size, page layout) and optimising the use of the Website pages (functional/preference Cookies)
	keeping anonymous statistics showing how the Website is used (statistical cookies)

4. Checking in the most popular web browsers which Cookies (including the period of operation of Cookies and their provider) are being sent at a given moment by the website of the Website is possible in the following way:

In Chrome:	In Firefox:	In Internet Explorer:
(1) in the address bar, click the padlock icon on the left, (2) go to the "Cookies" tab.	(1) in the address bar, click the shield icon on the left, (2) go to the "Allowed" or "Blocked" tab, (3) click the "Cross-site tracking cookies",	(1) click the "Tools" menu, (2) go to the "Internet Options" tab, (3) go to the "General" tab, (4) go to the "Settings"

	"Social service trackers" or "Content with trackers" box.	tab, (5) click the "View files" box.
In the Opera browser: (1) in the address bar, click the padlock icon on the left, (2) go to the "Cookies" tab.	In Safari: (1) click the "Preferences" menu, (2) go to the "Privacy" tab, (3) click the "Manage website data" box.	Regardless of the browser, using tools available, for example, on the following website: https://www.cookie-matrix.com/ or: https://www.cookie-checker.com/

5. By default, most web browsers available on the market accept cookies. Users can specify the conditions for using cookies through their browser settings. This means that you can partially restrict (e.g., temporarily) or completely disable the saving of cookies. However, disabling cookies entirely may affect some functionalities of the Website (for example, it might become impossible to complete an order through the Order Form due to the failure to remember Products/Services in the cart during subsequent steps of placing an order).

6. Browser settings regarding cookies are crucial for consent to the use of cookies by our Website — according to regulations, such consent can also be expressed through browser settings. Detailed information on how to change cookie settings and remove cookies manually in popular web browsers is available in the browser's help section and on the following pages (just click the respective link): (i) Chrome (ii) Firefox (iii) Internet Explorer (iv) Opera (v) Safari (vi) Microsoft Edge.

7. The Administrator may use Google Analytics and Universal Analytics services provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) on the Website. These services assist the Administrator in generating statistics and analyzing traffic on the Website. The data collected is processed within these services to produce statistics that are useful for managing and analyzing traffic on the Website. This data is aggregated. By utilizing these services on the Website, the Administrator collects information such as the sources and mediums through which visitors access the Website, their behavior on the Website, details about the devices and browsers used to visit the site, IP addresses and domains, geographic data, as well as demographic data (age, gender) and interests.

8. It is possible for an individual to easily block the sharing of their activity data with Google Analytics by installing a browser extension provided by Google Ireland Ltd. This extension can be downloaded from the following link: <https://tools.google.com/dlpage/gaoptout?hl=pl>.

9. In connection with the potential use of advertising and analytical services provided by Google Ireland Ltd. on the Website, the Administrator indicates that comprehensive information about the processing of visitor data (including information stored in cookies) by Google Ireland Ltd. can be found in the Google Privacy Policy available at: <https://policies.google.com/technologies/partner-sites>.

§8. FINAL PROVISIONS

1. The Website may contain links to other websites. The Administrator encourages users to review the privacy policies of any such websites they visit. This privacy policy applies solely to the Administrator's Website.