

Privacy and Cookies Policy

1. General Information

In order to ensure a high standard of data protection and proper processing of personal data, and to fulfill the information obligation pursuant to Article 13(1) and (2) of Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation, hereinafter "GDPR"), we present this data processing policy, which contains important information regarding the processing of your personal data.

Controller

The controller of your personal data is Ariadna S.A. Fabryka Nici, with its registered office in Łódź at ul. Niciarniana 2/6, 92-208 Łódź, entered in the Register of Entrepreneurs of the National Court Register maintained by the District Court for the city of Łódź, 20th Commercial Division of the National Court Register under number KRS 0000019179, NIP: 728-013-22-48.

You can contact the Controller via correspondence address, phone: +48 42 25 35 810 or email: abi@ariadna.com.pl.

Data Protection Officer

The Controller has appointed a Data Protection Officer, who can be contacted via email: abi@ariadna.com.pl or in writing to the Controller's registered address with the note "Data Protection".

2. Purposes and Legal Bases for Processing Personal Data

The scope, legal basis, and conditions of personal data processing may vary depending on the purpose for which the data was collected. Below you will find information about the purposes and legal bases applicable when using the Controller's website (www.ariadna.com.pl), including the ARIADNA BUTIK Program and the online store.

1) User Account Management

Purpose:

- To provide the service of maintaining a user account in the online store (Ariadna Club membership) and fulfilling orders.
- To maintain accounting and financial records.
- To establish, pursue, or defend against claims.

Scope of data: name, surname, address, phone number, email, tax ID, company name

Legal basis:

Article 6(1)(b) GDPR – performance of a contract

Article 6(1)(c) GDPR – legal obligation

Article 6(1)(f) GDPR – legitimate interest of the Controller

Provision of data: voluntary but necessary to create an account and place orders

Retention period: until the purpose ceases + 5 years (in accordance with accounting regulations)

2) Sale of Products

Purpose:

- Execution of sales and delivery of products
- Compliance with legal obligations (accounting)
- Establishment, pursuit, or defense of claims

Legal basis:

Article 6(1)(b), (c), (f) GDPR

Provision of data: voluntary but required to complete an order

Retention period: until the purpose ceases + 5 years

3) Complaints

Purpose:

- handling complaint procedures

Legal basis:

Article 6(1)(b) and (c) GDPR

Provision of data: necessary to process complaints

Retention period: 1 year after complaint resolution

4) Marketing

Purpose:

- Sending newsletters and commercial information

Legal basis:

Article 6(1)(f) GDPR (legitimate interest – own marketing)

Additional consent required under applicable laws

Provision of data: voluntary but necessary

Retention period: until consent is withdrawn or purpose ceases

5) Correspondence / Contact

Purpose:

- responding to inquiries via forms, email, or phone

Legal basis:

Article 6(1)(f), (c), or (b) GDPR (depending on context)

Provision of data: voluntary but necessary for response

Retention period: until response is provided, then as required by law or for claims protection

Recipients of Personal Data

Data may be shared with:

- IT system providers
- Delivery service providers
- Online payment providers
- Entities authorized under applicable law

6) ARIADNA-BUTIK Program

Purpose:

- participation in the program, contract performance, and claims handling

Legal basis:

Article 6(1)(b) and (f) GDPR

Provision of data: voluntary but necessary

Retention period: until purpose ceases + 5 years

3. Data Subject Rights

You have the following rights:

- Access to data
- Rectification
- Erasure
- Restriction of processing
- Withdrawal of consent
- Objection to processing
- Data portability
- Lodging a complaint with a supervisory authority

You can contact the Controller or Data Protection Officer to exercise these rights.

4. Additional Information

Transfers outside the EEA: not applicable

Profiling:

The Controller may use profiling for marketing purposes to tailor offers based on your preferences and purchase history. You have the right to object at any time.

5. Cookies Policy

The website uses cookies (text files stored on the user's device) which may include personal data such as IP address or device identifier.

Cookies are used for:

- Adapting website content to user preferences
- Creating statistics and improving the website

Types of cookies:

- Session cookies (temporary)
- Persistent cookies

Legal basis:

Article 6(1)(f) GDPR (legitimate interest)

Third-party cookies may also be used (e.g., Facebook, Google Analytics, Microsoft Bing).

Users can manage cookie settings in their browser and may delete or block cookies at any time.

Users also have the right to object to processing and lodge a complaint with the supervisory authority.

The website may contain links to external websites. The Controller recommends reviewing their privacy policies separately.