

PRIVACY POLICY

1. Pursuant to art. 13 sec. 1 and sec. 2 of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and repealing Directive 95/46/EC ("GDPR"), we inform that the controller of personal data of the Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer, is Warsaw Home Expo Sp. z o.o. with its registered office in Rzgów, ul. Żeromskiego 6, 95-030 Rzgów, KRS 0000709613, NIP: 7282825004, REGON: 36899322000000 (hereinafter referred to as the "Controller").
2. For the interpretation of terms, a glossary of the Regulations is used or as described in the Privacy Policy (if it results directly from the description).
3. The personal data of the Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer shall be processed:
 - 3.1. based on consent (art. 6 sec. 1 letter a of GDPR), for marketing purposes, in particular to identify the needs of the Exhibitors, create an appropriate trade offer, inform about products and services, inform about promotions, campaigns and events and adjust advertisements;
 - 3.2. in order to handle the Application for Participation in the Fair and to enable the Controller to take actions necessary for the conclusion of agreement (art. 6 sec. 1 letter b of GDPR)
 - 3.3. in order to fulfill the Controller's legitimate interest (art. 6 sec. 1 letter f of GDPR), e.g. when compiling summaries, analyses, statistics, reports, marketing research, planning the development of the offer or products, to ensure security, and when necessary to carry out marketing activities.
4. The recipients of the personal data of Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer, may be:
 - 4.1. entities entitled to receive it under the law (e.g. courts, legal protection bodies, regulatory offices);
 - 4.2. entities processing Exhibitors' data on behalf of the Controller (e.g. advertising agencies, entities operating the Controller's IT systems or providing the Controller with IT tools, entities providing advisory and consulting services, research agencies, etc.);
 - 4.3. The Controller's Partners, i.e. entities with whom the Controller cooperates while running a business,
 - 4.4. other entities from the Ptak Group, i.e. the Controller's equity related entities.
5. The personal data of Exhibitors and others entities participating in the Fair, will not be transferred outside the European Economic Area (EEA). In the event that the data of Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer is to be transferred outside the EEA, the Controller shall ensure that cooperation with such entities takes place on an appropriate legal basis and that they ensure appropriate standards of protection.

6. The personal data of Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer shall be stored for the period necessary for the achievement of objectives for which it was collected or for which it is processed, as well as to the extent necessary to ensure compliance with the applicable legal requirement or to the extent it is indicated in the light of the applicable legislation on archiving.
7. In connection with the processing of personal data, the Exhibitors and others' entities participating in the Fair based on contracts concluded with the Fair Organizer shall have the following rights vis-a-vis the Controller:
 - 7.1. the right of access to the content of their personal data, including the right to obtain a copy of such data;
 - 7.2. the right to demand that personal data be corrected if the data is inaccurate or incomplete;
 - 7.3. the right to demand the deletion of personal data (the so-called "right to be forgotten");
 - 7.4. the right to demand that the processing of personal data be limited;
 - 7.5. the right to transfer personal data;
 - 7.6. the right to object to the processing of the data;
 - 7.7. the right to withdraw the consent to the processing of personal data at any time without affecting the lawfulness of the processing carried out based on the consent prior to its withdrawal;
 - 7.8. the right to lodge a complaint to the competent regulatory office, i.e. the President of the Office for Personal Data Protection in the event that the processing of data by the Controller violates the provisions of the GDPR.
8. The personal data of Exhibitors and others entities participating in the Fair based on contracts concluded with the Fair Organizer, may be subject to profiling.
9. Provision of data is voluntary, but necessary to take part in the Fair and take advantage of promotional actions, receive information about promotions, events, actions and special offers, including personalized information.