

PRIVACY POLICY OF THE CONTENTFORYOU.CO WEBSITE

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1) General provisions

1. This privacy policy of the Website is informative, meaning that it does not create obligations for the Website Users. The privacy policy primarily outlines the principles regarding the processing of personal data by the Administrator on the Website, including the legal grounds, purposes, and retention periods for processing personal data, as well as the rights of data subjects. It also provides information on the use of cookies and analytical tools on the Website.

2. The personal data controller collected via the Website is Anna Gabryszak, conducting business under the name ANNA GABRYSZAK BE SOCIAL MARKETING AGENCY, registered in the Central Register and Information on Economic Activity of the Republic of Poland, managed by the Minister of Economy, with the following details: Business address and mailing address: ul. Olęderska 38, 87-100 Toruń, Tax ID (NIP): 9562379311, Company Registration Number (REGON): 523592470, Email address: contentforyou.info@gmail.com – hereinafter referred to as the "Administrator" and also being the Service Provider of the Website.

3. Personal data on the Website is processed by the Administrator in accordance with applicable laws, particularly the Regulation (EU) 2016/679 of the European Parliament and the Council of April 27, 2016, concerning the protection of individuals concerning the processing of personal data and the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation, GDPR) – referred to as "GDPR" or "GDPR Regulation". Official GDPR text: [link](#).

4. Using the Website, including making purchases, is voluntary. Similarly, providing personal data by the User of the Website is voluntary, with two exceptions: Conclusion of contracts with the Administrator – failure to provide the necessary personal data, as indicated on the Website and in the Website Regulations and this privacy policy, for concluding and executing a contract or another agreement with the Administrator will result in the inability to conclude that contract. Providing personal data is a contractual requirement, and if a person wants to enter into a contract with the Administrator, they are required to provide the necessary data. The scope of the required data is always indicated in advance on the Website and in the Website Regulations. Legal obligations of the Administrator – providing personal data is a legal requirement resulting from generally applicable law, which imposes an obligation on the Administrator to process personal data (e.g., for tax accounting purposes), and failure to provide such data will prevent the Administrator from fulfilling those obligations.

5. The Administrator makes every effort to protect the interests of data subjects, in particular ensuring that the data collected is: Processed lawfully; Collected for specified, lawful purposes, and not further processed in a way incompatible with those purposes; Factually correct and adequate for the purposes for which it is processed; Stored in a form that allows the identification of data subjects no longer than necessary to achieve the processing purpose; Processed in a way that ensures adequate security of personal data, including

protection against unauthorized or unlawful processing and accidental loss, destruction, or damage, using appropriate technical or organizational measures.

6. Considering the nature, scope, context, and purposes of processing, as well as the risks of violating the rights or freedoms of individuals with varying likelihood and severity, the Administrator implements appropriate technical and organizational measures to ensure processing is in compliance with GDPR and can demonstrate this. These measures are reviewed and updated when necessary. The Administrator uses technical measures to prevent unauthorized persons from acquiring and modifying personal data sent electronically.

7. All words, expressions, and acronyms used in this privacy policy that start with capital letters (e.g., Service Provider, Website, Electronic Service) should be understood in accordance with their definitions provided in the Website Regulations available on the Website.

2) LEGAL BASIS FOR DATA PROCESSING

1. The Administrator is authorized to process personal data in cases where at least one of the following conditions is met: The data subject has given consent for their data to be processed for one or more specified purposes; 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 concluding a contract; Processing is necessary to fulfill a legal obligation to which the Administrator is subject; Processing is necessary for purposes arising from 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, particularly when the data subject is a child.

2. Processing of personal data by the Administrator requires at least one of the bases listed in point 2.1 of this privacy policy. The specific legal bases for processing personal data by the Administrator are indicated in the next point of the privacy policy, concerning the specific purpose of processing personal data by the Administrator.

3) PURPOSE, LEGAL BASIS, AND DATA RETENTION PERIOD ON THE WEBSITE

The purpose, legal basis, period, and recipients of personal data processed by the Administrator result from the actions taken by the individual User on the Website.

The Administrator may process personal data on the Website for the following purposes, based on the following legal grounds and retention periods:

Purpose of Data Processing	Legal Basis for Data Processing	Data Retention Period
Execution of a Contract or Electronic Service, or taking action at the request of the data subject before concluding the contract	Article 6(1)(b) GDPR (contract) – processing is necessary for the performance of a contract to which the data subject is a party or to take action at the data subject's request before concluding a contract	Data is stored for the duration necessary for the execution, termination, or expiration of the contract.
Direct Marketing	Article 6(1)(f) GDPR (legitimate interest) – processing is necessary for the legitimate interests of the Administrator to maintain its business interests and good reputation	Data is stored as long as the legitimate interest exists, but not beyond the statute of limitations for claims (3 years, according to the Civil Code). The Administrator may not process data for direct marketing purposes in

		the event of an effective objection in this regard by the data subject.
Marketing	Article 6(1)(a) GDPR (consent) – the data subject has given consent to receive marketing information from the Administrator, such as via email	Data is stored until the data subject withdraws their consent.
Keeping tax records	Article 6(1)(c) GDPR in connection with Article 86 § 1 of the Tax Code (as of January 17, 2017, Dz.U. from 2017, item 201, with amendments) – processing is necessary to comply with a legal obligation	The data are kept for the period required by law mandating the Administrator to keep tax books (until the expiration of the statute of limitations on tax liability, unless otherwise provided by tax laws).
Establishing, pursuing, or defending claims that may be raised by the Administrator or against the Administrator	Article 6(1)(f) of the GDPR Regulation (legitimate interest of the Administrator) - processing is necessary for the purposes of the Administrator's legitimate interests - consisting of establishing, asserting or defending claims that the Administrator may raise or that may be raised against the Administrator	The data are kept for the period of existence of the legitimate interest pursued by the Administrator, but no longer than for the period of limitation of claims that may be raised against the Administrator (the basic limitation period for claims against the Administrator is six years).
Using the Website and ensuring its proper functioning	Article 6(1)(f) of the GDPR Regulation (legitimate interest of the Administrator) - the processing is necessary for the purposes arising from the Administrator's legitimate interests - consisting of running and maintaining the website of the Website	The data shall be stored for the period of existence of the legitimate interest pursued by the Administrator, but no longer than the statute of limitations for the Administrator's claims against the data subject on account of the Administrator's business activities. The period of limitation is determined by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to the conduct of business activities is three years).
Conducting statistics and analyzing Website traffic	Article 6(1)(f) of the GDPR Regulation (legitimate interest of the Administrator) - processing is necessary for the purposes resulting from the Administrator's legitimate interests - consisting of conducting statistics and analysis of traffic on the Website in order to improve the functioning of the Website	The data shall be stored for the period of existence of the legitimate interest pursued by the Administrator, but no longer than the statute of limitations for the Administrator's claims against the data subject on account of the Administrator's business activities. The period of limitation is determined by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to the conduct of business activities

		is three years).
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4) DATA RECIPIENTS ON THE WEBSITE

1. For the proper functioning of the Website, including for the proper provision of Electronic Services by the Administrator, it is necessary for the Administrator to use the services of third parties (such as software provider, payment processor). The Administrator shall only use the services of such processors who provide sufficient guarantees for the implementation of appropriate technical and organizational measures so that the processing meets the requirements of the GDPR Regulation and protects the rights of data subjects.

2. Personal data may be transferred by the Administrator to a third country, in which case the Administrator ensures that this will be done with respect to a country providing an adequate level of protection - in accordance with the GDPR Regulation, and in the case of other countries, that the transfer will take place on the basis of standard data protection clauses. The controller shall ensure that the data subject has the opportunity to obtain a copy of his/her data. The Administrator shall transfer the collected personal data only in the case and to the extent necessary to fulfill the given purpose of data processing in accordance with this Privacy Policy.

3. The transfer of data by the Administrator does not take place in every case and not to all recipients or categories of recipients indicated in the privacy policy - the Administrator transfers data only when it is necessary for the realization of the given purpose of personal data processing and only to the extent necessary for its realization.

4. The personal data of Customers/Service Recipients of the Website may be transferred to the following recipients or categories of recipients:

a) Electronic payment or card payment processors – in the case of Users who use electronic payment or card payment methods on the Website, the Administrator transfers the collected personal data of the User to the selected payment processor on behalf of the Administrator, to the extent necessary to handle the payment made by the User.

b) Service providers supplying the Administrator with technical, IT, and organizational solutions that enable the Administrator to conduct business operations, 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 for company management and technical support) – the Administrator transfers the collected personal data of the User to the selected provider acting on behalf of the Administrator only when necessary and only to the extent necessary for achieving the purpose of data processing in accordance with this privacy policy.

c) Accounting, legal, and advisory service providers providing the Administrator with support in accounting, legal, or advisory matters (in particular, an accounting office, legal office, or debt collection agency) – the Administrator transfers the collected personal data of the User to the selected provider acting on behalf of the Administrator only when necessary and only to the extent necessary for achieving the purpose of data processing in accordance with this privacy policy.

5) PROFILING ON THE WEBSITE

1. The GDPR imposes an obligation on the Administrator to inform about automated decision-making, including profiling, referred to in Article 22(1) and (4) of the GDPR, as well as providing essential information on the principles of such decision-making and its significance and foreseeable consequences for the data subject. With this in mind, the Administrator provides the following information concerning possible profiling.

2. The Administrator may use profiling on the Website for direct marketing purposes, but decisions based on this profiling by the Administrator do not concern the conclusion or refusal to conclude a contract or the possibility of using the Electronic Services on the Website. Despite profiling, the individual freely decides whether they wish to take advantage of the offer or discount received in this way.

3. Profiling on the Website involves the automatic analysis or forecasting of a person's behavior on the Website, or through analyzing the person's previous activity history on the Website. The condition for such profiling is that the Administrator possesses the personal data of the individual, allowing them to then send, for example, a discount code or offer.

4. The data subject has the right not to be subject to decisions based solely on automated processing, including profiling, that significantly affects them legally or similarly.

6) RIGHTS OF THE DATA SUBJECT

1.Right of access, rectification, restriction, erasure, or portability – the data subject has the right to request access to their personal data, its rectification, erasure ("right to be forgotten"), or restriction of processing, and has the right to object to processing as well as the right to data portability. Detailed conditions for exercising these rights are specified in Articles 15-21 of the GDPR.

2.Right to withdraw consent at any time – a person whose data is processed by the Administrator based on consent (pursuant to Article 6(1)(a) or Article 9(2)(a) of the GDPR) has the right to withdraw 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 is processed by the Administrator has the right to file a complaint with a supervisory authority in the manner and mode specified by the GDPR and Polish law, particularly the Data Protection Act. The supervisory authority in Poland is the President of the Personal Data Protection Office.

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) (public interest) or (f) (legitimate interest of the administrator), including profiling based on these provisions. The Administrator may no longer process the personal data unless they demonstrate compelling legitimate grounds for the processing which override the interests, rights, and freedoms of the data subject or for establishing, pursuing, or defending claims.

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

6.To exercise the rights mentioned in this privacy policy, one can contact the Administrator by sending a written message or email to the Administrator's address provided at the beginning of the privacy policy.

7) COOKIES AND ANALYTICS ON THE WEBSITE

- 1) Cookies are small text files sent by the server and stored on the side of the Website visitor (e.g., on the hard drive of a computer, laptop, or smartphone memory card, depending on the device used by the Website visitor). Detailed information about cookies, as well as their history, can be found here: https://pl.wikipedia.org/wiki/HTTP_cookie.
- 2) Cookies sent by the Website can be categorized as follows:

By provider:	Due to their storage period on the device of the visitor of the Website:	Due to the purpose of their use:
1) their own (created by the Administrator's website) and 2) belonging to third parties (other than the Administrator)	1) session (stored until you log out of the Website or shut down your web browser) and 2) permanent (stored for a specific period of time, defined by the parameters of each file or until manually deleted)	1) necessary (to enable the proper functioning of the Website), 2) functional/preferential (allowing the Website to adapt the page of the Website to the visitor's preferences), 3) 3) analytical and performance (gathering information about the use of the Website), 4) marketing, advertising and social media (collecting

		information about a visitor to the Website for the purpose of displaying advertisements to that person, personalizing them and conducting other marketing activities including on websites separate from the Website, such as social networks or other sites belonging to the same advertising network as the Website)
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- 3) The Administrator may process data contained in cookies when visitors use the Website for the following specific purposes:

Purposes of using cookies on the Administrator's Website	Identify Service Recipients as logged in to the Website and show that they are logged in (essential cookies)
	remembering the Products added to the electronic shopping cart in order to allow the Order to be placed (essential cookies)
	storing data from completed forms, surveys or login data to the Website (essential and/or functional/preference cookies)
	adapting the content of the Website to the individual preferences of the Customer (e.g. concerning colors, font size, page layout) and optimizing the use of the pages of the Website (functional/preference cookies)
	keeping anonymous statistics showing how the Website is used (analytical and performance cookies)
	displaying and rendering ads, limiting the number of times ads are displayed and ignoring ads that the Client does not want to see, measuring the effectiveness of ads, and personalizing ads, that is, studying the behavioral characteristics of visitors to the Website by anonymously analyzing their actions (e.g., repeated visits to certain pages, keywords, etc.) in order to create their profile and provide them with ads tailored to their anticipated interests, including when they visit other websites in the advertising network of Google Ireland Ltd. and Facebook, i.e., Meta Platforms Ireland Ltd. (marketing, advertising and social media cookies)

- 4) Checking in the most popular web browsers which cookies (including the period of cookies and their provider) are sent at a given time by the Website is possible in the following way:

In Chrome browser: (1) in the address bar, click on the padlock icon on the left, (2) go to the "Cookies" tab.	In Firefox browser: (1) in the address bar, click on the shield icon on the left, (2) go to the "Allowed" or "Blocked" tab, (3) click on the box "Tracking cookies between sites", "Social network tracking elements" or "Content with tracking elements"	In Internet Explorer: (1) click the "Tools" menu, (2) go to the "Internet Options" tab, (3) go to the "General" tab, (4) go to the "Settings" tab, (5) click the "View Files" box.
In the Opera browser: (1) in the address bar, click on the padlock icon on the left, (2)	In Safari browser: (1) click the "Preferences" menu, (2) go to the "Privacy" tab, (3) click in	Niezależnie od przeglądarki, za pomocą narzędzi dostępnych np. na stronie: https://www.cookie-matrix.com/

go to the "Cookies" tab.	the "Manage site data" box.	lub: https://www.cookie-checker.com/
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- 5) By default, most web browsers on the market accept the storage of Cookies by default. Everyone has the ability to determine the conditions of use of Cookies through the settings of their own web browser. This means that you can, for example, partially restrict (e.g. temporarily) or completely disable the ability to save Cookies - in the latter case, however, this may affect some of the functionality of the Website.
- 6) The settings of your Internet browser regarding Cookies are relevant to your consent to the use of Cookies by the Website - in accordance with the regulations, such consent can also be given through the settings of your Internet browser. Detailed information on how to change the settings for Cookies and how to delete them yourself in the most popular web browsers is available in the help section of your web browser and on the following pages (just click on the link):

[Chrome](#)

[Firefox](#)

[Explorer](#)

[Opera](#)

[Safari](#)

[Microsoft Edge](#)

8) FINAL PROVISIONS

The Website may contain links to other websites. The Administrator urges that when you go to other sites, you should read the privacy policy established there. This privacy policy applies only to the Administrator's Website.