

# PRIVACY POLICY

**Magnetix Lamination sp. z o.o. sp.k.**

## 1. General provisions

This Privacy Policy sets out the rules for the processing of personal data by Magnetix Lamination sp. z o.o. sp.k., with its registered office at ul. Kaczeńcowa 18, 91-214 Łódź (hereinafter referred to as the “Controller” or the “Company”).

This document applies to the personal data of persons using the Controller’s website (hereinafter referred to as “Users”).

Personal data are processed in accordance with:

- Regulation (EU) 2016/679 of the European Parliament and of the Council (“GDPR”),
- the Act on the provision of electronic services,
- the Telecommunications Law.

## 2. Data Controller

The controller of personal data is:

**Magnetix Lamination sp. z o.o. sp.k.**

ul. Kaczeńcowa 18

91-214 Łódź

e-mail: [magnetix@magnetix.pl](mailto:magnetix@magnetix.pl)

The Controller may be contacted in all matters relating to the processing of personal data.

## 3. Scope and purposes of data processing

### 3.1. Contact form

#### **Data processed:**

first and last name, e-mail address, telephone number (if provided), message content.

#### **Purpose of processing:**

responding to inquiries submitted via the contact form and conducting correspondence.

#### **Legal basis:**

- Article 6(1)(f) GDPR – the legitimate interest of the Controller consisting in communication with Users,
- in the case of inquiries aimed at concluding a contract – Article 6(1)(b) GDPR.

#### **Retention period:**

for the duration of the correspondence and subsequently for up to 12 months for evidentiary purposes.

### **3.2. Automatically collected data (cookies, server logs)**

When using the website, the following data may be processed:

- IP address,
- device identifiers,
- data on activity on the website,
- operating system and browser data.

#### **Purposes of processing:**

- ensuring proper operation of the website (technical cookies),
- statistical analysis and improvements (Google Analytics 4),
- marketing activities (Google Ads – remarketing).

#### **Legal basis:**

- Article 6(1)(f) GDPR – the legitimate interest of the Controller,
- Article 6(1)(a) GDPR – the User's consent for non-essential cookies.

#### **Retention period:**

in accordance with browser settings and the policies of tool providers (Google).

## **4. Analytical and marketing tools**

The Controller uses the following tools:

### **Google Analytics 4**

Used to generate statistics on website usage.

Data may be transferred to Google LLC (USA).

Legal basis: User consent (analytical cookies).

### **Google Tag Manager**

A tool for managing tags; it does not process personal data itself but triggers scripts related to analytical tools.

### **Google Ads (remarketing)**

Allows advertisements to be displayed to users who have visited the website.

Legal basis: User consent (marketing cookies).

Users may change their cookie settings at any time via the cookie banner or browser settings.

## **5. Data recipients**

Personal data may be transferred to:

- the hosting provider maintaining the website,
- the e-mail service provider,
- IT companies providing technical support services,
- Google LLC as part of analytical and remarketing tools.

All entities process data in accordance with GDPR on the basis of data processing agreements.

The Controller does not transfer data outside the European Economic Area, except where this is related to the use of Google services — in such cases, transfers are based on standard contractual clauses.

## 6. User rights

Users have the right to:

- access their personal data,
- rectify their data,
- erase their data (“right to be forgotten”),
- restrict processing,
- object to processing,
- data portability,
- withdraw consent at any time,
- lodge a complaint with the President of the Personal Data Protection Office (UODO).

To exercise these rights, please contact the Controller at: [magnetix@magnetix.pl](mailto:magnetix@magnetix.pl)

## 7. Cookie policy

Cookies are used for the purpose of:

- ensuring proper operation of the website,
- improving user experience,
- generating statistics,
- conducting marketing activities (Google Ads).

Users may:

- accept all cookies,
- manage cookie preferences via the cookie banner,
- block cookies in their browser settings.

Detailed information is available in the Cookie Policy (a separate document can also be prepared).

## 8. Voluntary provision of data

Providing data via the contact form is voluntary but necessary to receive a response.

Automatically collected data (technical cookies) are necessary for the proper functioning of the website.

## 9. Data security

The Controller applies measures to ensure data security, including:

- encrypted transmission (SSL/HTTPS),
- access control,
- regular software updates,
- server and backup security measures.

## **10. Changes to the Privacy Policy**

The Controller reserves the right to amend this Privacy Policy in the event of changes in law or website functionality.

The current version of the Privacy Policy is available on the website.