

PRIVACY POLICY

This privacy policy specifies the rules for the processing and protection of user data at: www.peoplethatcount.online (hereinafter referred to as the '**Website**'). On the Website, through a registration process, users can purchase tickets for People That Count (hereinafter referred to as the '**Event**'), a business conference event.

This Privacy Policy contains information on the processing of the data of the Event participants referred to in the Terms and Conditions of the People That Count Event and persons who have registered in accordance with the rules set out in the Terms and Conditions on the online ticket sales for People That Count 2019 as well as the provisions regarding the personal data of the Website Users.

The information contained on the Website is checked for correctness. The Controller reserves the right to apply changes to the content of the Website as well as this Policy.

INFORMATION ABOUT PROCESSING OF PERSONAL DATA

Identity of the personal data controller

The personal data controller for the participants of the Event, as well as the users of the Website collected through the Website, including persons through the functionality of the registration form ('**Users**') is Hot Labs Wojciech Hotówko, conducting business in Warsaw (00-159) at ul. Andersa 27a lok. 18, entered into the Central Register and Information on Economic Activity, NIP (Taxpayer No) : 5252784937, KRS (National Court Register): 0000778589 (hereinafter referred to as the '**Controller**').

Contact details of the personal data controller

Andersa 27a lok. 18, 00-159 Warszawa

NIP: 5252784937 KRS: 0000778589

e-mail: bogna@hotlabs.pl

Data Protection Officer

The personal data controller has not appointed a Data Protection Officer.

Collection of personal data through the Website

The personal data of the Website Users are collected and processed depending on the manner in which the User uses the Website. The User's personal data may be collected and processed in connection with the provision of services offered by the Website, the functionality of the Website, submitting a request to the address provided in the '**Contact**' tab or the registration process. In the latter case, the User should read the Terms and Conditions of the People That Count Event and the Terms and Conditions of online ticket sales for People That Count 2019, available on the Website.

Providing personal data is voluntary, however, failure to provide data that is necessary to use a given service on the Website may prevent the User from using this service.

Purposes of processing personal data

The data of the Website Users are processed in order to ensure the proper functioning of the Website, i.e. displaying the content of the Website in order to maintain the session on this Website and to ensure security. The data of the Website Users collected as part of the registration form provided on the Website are processed for the purposes of registering the User's order, for purchasing tickets and for other purposes related to the Event, as referred to in the Terms and Conditions of People That Count and the Terms and Conditions of online ticket sales for People That Count.

In the case where the User, by means of the Website's functionality, gives their consent, the data are processed for marketing purposes of the Personal Data Controller, for the purpose of promoting products and services, events, including for the purpose of sending commercial information (Article 10 paragraph 2 of the Act of 18 July 2002 on the provision of electronic services, the Polish Journal of Laws of 2017 item 1219 and Article 172 of the Act of 16 July 2004 on the Polish Telecommunications Law, the Polish Journal of Laws of 2018, item 1954).

Legal basis for the processing of personal data

The basis for the processing of data of the Website Users using the functionality of the Website is the need to perform a contract (for the provision of services by electronic means) to which the data subject is a party or take action at the request of the data subject before concluding the contract (legal basis: Article 6 (1) (b) of the General Data Protection Regulation). The above services (provided under the contract for the provision of services by electronic means) are free of charge, their provision begins when the User visits the Website and depending on the functionalities of the Website used, they include: viewing content provided on the Website (including all subpages), placing an order to purchase tickets allowing the User to participate in the Event by means of the registration form, making contact via e-mail address provided in the Contact tab.

The basis for the processing of data of persons using the registration form available as part of the Website is the need to perform the contract (for the purchase of tickets) to which the data subject is a party or take action at the request of the data subject prior to the conclusion of the contract. If the User placing an order simultaneously orders tickets for other persons, the basis for the processing of data of these persons is the justified interest of the Controller understood as selling tickets to the Event (legal basis: Article 6 (1) (f) of the General Data Protection Regulation). After the Event, the Controller stores personal data of persons participating in it to defend any claims, which constitutes the legitimate interest of the Controller (Article 6 (1) (f) of the General Data Protection Regulation). Personal data of persons who initiated the purchase of tickets, but have not concluded the purchase, will be processed by the Controller on the basis of the legitimate interest of the Controller, for the purposes of defending claims (Article 6 (1) (f) of the General Data Protection Regulation). In addition, the data of persons participating in the Event will be processed in order to perform accounting duties resulting from the legal obligation which the Controller is subject to (Article 6 (1) (c)).

The basis for the processing of data of persons participating in the Event, understood as their photographic image recorded during the Event, is consent given through the participation in the Event (Article 6 (1) (a) of the General Data Protection Regulation). The consent to data

processing in the form of a picture can be revoked at any time, however, a participant of the People That Count Event may revoke their consent 3 days following the end of the People That Count Event before the pictures are published.

The basis for the processing of data of persons sending messages to the e-mail address provided in the Contact tab is the legitimate interest of the Controller in not leaving the unanswered question (Article 6 (1) (f) of the General Data Protection Regulation).

The basis for the processing of data for marketing purposes, including the transmission of commercial information of the Controller, is a voluntary, explicit consent of the User (expressed through the functionality of the Website) to:

1. receive by electronic means trade information regarding events organised under the People That Count brand and regarding promotional, advertising or marketing activities pursuant to Article 10 (2) of the Act of 18 July 2002 on the provision of services by electronic means,
2. receive personalised marketing information by e-mail and text messages using end-user telecommunications equipment for purposes related to conducting direct marketing in accordance with Article 172 of the Act of 16 July 2004 on The Polish Telecommunications Law,

whereas the statements of consent to the processing of data in the above scope are optional, their submission does not affect the validity of the placed orders. The consent expressed in accordance with the above, for its effectiveness, requires confirmation by clicking on the confirmation link contained in the email confirming the consent sent to the e-mail address provided by the Participant. Consent is considered to be expressed after clicking the link confirming its expression.

The basis for data processing for analytical and marketing purposes collected using Google Analytics tools is consent expressed explicitly by the User upon entering the Website (legal basis: Article 6 (1) (a) of the General Data Protection Regulation).

Information on recipients of personal data and transfer of data to a third country

The personal data of the Users of the Website may be disclosed to other entities only for purposes related to the delivery of the content and functionality of the Website, including institutions authorised by law.

The Controller entrusts the processing of User data to subcontractors providing hosting services (hosting the data of persons using the Website) and ICT, while the data of the Users who successfully completed the registration process are also entrusted to entities that carry out the services strictly connected with the implementation of the Event, in particular marketing agencies and printing houses.

In addition, the Controller entrusts the processing of data of the Users who granted consent to the processing of data for the Controller's marketing purposes in connection with the consent granted to receive commercial information from the Controller and to the use of end-use telecommunications devices for direct marketing purposes, entities providing hosting services (e-mail server hosting) and ICT (the operator of the telecommunications network providing services to the Controller), data storage (in the cloud) and the suppliers of IT systems used to manage customer relations (CRM, ERP) (Article 10 (2) of the Act of 18 July 2002 on

provision of electronic services, and Article 172 of the Act of 16 July 2004 on the Polish Telecommunications Law).

The data of the Users who gave consent to the processing of data for analytical and marketing purposes collected using Google Analytics tools upon entering the Website will be entrusted to companies in the Google group for the use of Google Analytics analytical tools on the Website. When data is transferred to the United States, the provisions of the EU-US Privacy Shield are applied. Transmission of data to other countries outside the European Economic Area takes place on the basis of standard contractual clauses. Transfer of data outside the European Economic Area does not affect the possibility of exercising the rights of the data subject, including the right to obtain access and copies of data (in such cases, please contact the Controller directly).

When using the Website, the User's personal data will be collected by third parties, which is caused by the inclusion of the Google Maps plugin on the Website, so that their data will be provided to Google LLC 1600 Amphitheatre Parkway Mountain View, CA 94043 USA. In order to obtain detailed information on the policy of processing personal data by this entity in relation to this functionality, the User should read the following documents:

1. **European Data Protection Conditions.** The Controller and Google hereby acknowledge the Google Analytics Controller Data Protection Terms at <https://privacy.google.com/businesses/mapscontrollerterms/>;

2. **Terms of service.** As you use the Website, you are bound by [additional terms of use of Google Maps/ Google Earth](#) (including the [Google Privacy Policy](#)).

The Controller hereby informs that if the Controller allows third parties to use cookie files (Google Maps), the Controller has no control over these files or the data generated in connection with them. Therefore, you should read Google's privacy policies, which will help you determine what information the site collects and how they are used. Such types of cookie files will usually be treated as analytical / performance or advertising files. References to this type of documents are provided in the paragraph above.

The period during which personal data will be stored

The User's data collected in connection with browsing the Website by the User are processed in accordance with the table presenting how cookie files are used (provided below), however, no longer than until the User withdraws the consent or clears the content of cookies in the browser where the User uses the services.

The User's data collected and analysed using cookies including Google Analytics tools are processed to change the settings understood as revoking consent to the possibility of collecting data using cookies including Google Analytics tools.

The data of the Users who have consented to the processing of data for the Controller's marketing purposes (including for the purposes of receiving commercial information), are processed for the duration of such consent, i.e. until its withdrawal.

The data of the Users establishing contact via e-mail address provided in the Contact tab, will be processed for the duration of one month starting from the date of sending the last message in order to maintain the continuity of correspondence.

The User's data processed in connection with the participation in the Event will be processed as follows:

1. A person purchasing tickets for themselves and for other persons participating in the Event – their data will be processed for a period of 6 years from the end of the Event, for the purpose of defending possible claims and for a period of 5 years, counted from the end of the year in which the participant made payment for ticket, for accounting purposes. Personal data in the form of an image, captured in photos, made during the Event, will be processed until the person's withdrawal of consent;
2. A person whose purchase process has not been completed – their data will be processed for a period of 3 months from the day on which the Controller identifies failure to purchase tickets.

Rights of data subjects

Please be advised that every data subject has the right to access their personal data and may demand their correction, rectification, deletion, restricting their processing, and has the right to object to their processing (when processing is based on the legitimate interest of the Controller in accordance with Article 6 (1) (f) of the GDPR), the right to transfer their data under a contract pursuant to art. 6 (1) (b) GDPR), the right to withdraw consent, without affecting the lawfulness of the processing that was carried out prior to its withdrawal (when processing takes place on the basis of consent pursuant to Article 6 (1) (a) and the GDPR); The User has the right to withdraw the consent expressed on the basis of Article 10 (2) of the Act of 18 July 2002 on the provision of services by electronic means and Article 172 of the Act of 16 July 2004 on the Polish Telecommunications Law, at any time.

In connection with the processing of personal data, persons whose data are processed, have a right to submit a complaint to the supervisory body (the President of the Office for the Protection of Personal Data).

Information whether the provision of data is a statutory/ contractual requirement and the consequences of not submitting data

Providing personal data is voluntary, but necessary to use the Website, register and participate in the Event, receive commercial information from the Controller. Wherever the Controller asks for consent to the processing of personal data, failure to provide it will result in the Controller not collecting such data.

The data of the Users of the Website are not subject to profiling.

Browsing the Website and subpages

Browsing the Website involves the need to disclose to us the IP address and personal data collected via cookies and other technologies used by the Website on the device provided by the User. This allows, for example, identifying the country and telecommunications operator through which the User connects to the Website. The data collected automatically by the Website is: the User's IP address, type of device used, type and version of the operating system and web browser.

Additionally – but only when expressing consent upon entering the Website – the Website collects additional data about visited websites, such as: number of visits, country, browser,

time of visit, etc., which are analysed using Google Analytics tools that help to understand how the Users use the Website. This information will be used only for aggregate, anonymous statistical studies which will allow improving the products and customer service of this Website.

Security of collected data

Personal data and other non-personal data collected through the Website are stored on a secure server and access to data is only provided to authorised personnel trained in the protection of personal data and IT system security, as well as obliged to maintain strict confidentiality. Personal data are processed with technical and organisational measures ensuring protection of the processed data in accordance with the requirements set out in the provisions on the protection of personal data. Data protection measures are adapted to the requirements of 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 (**‘General Data Protection Regulation’**).

COMPLAINTS, QUESTIONS AND TECHNICAL SUPPORT

In order to obtain information about the services provided or technical support for Users, the User may submit a request by sending a message to the e-mail address provided in the Contact tab on the Website.

Complaints regarding the process of registration and purchase of tickets or the course of the People That Count Event may only be submitted in the form indicated in the Terms and Conditions of the People That Count Event and the Terms and Conditions of the online ticket sales for People That Count 2019.

COOKIES

Some of the elements of the Website may use cookie files. These are small text files sent to the User’s computer to identify the User, as well as to improve and speed up some operations. Cookies are stored on the User’s device, helping to adapt the Website to the User’s personal preferences. Most cookies contain the name of the Website, storage time and a unique number.

The Website uses the following cookies:

Name of the cookie file
_gat_UA-133758020-1
_fbp
_gid
_ga

At any time, the User may restrict the Controller's access to cookies. For this purpose, the User should modify the settings of the User's web browser. The Controller hereby informs that changing the settings may lead to an incorrect functioning of the Website on the device from which the User currently accesses the Website and in extreme cases may even completely prevent the use of the Website.

Changing the settings understood as revoking consent to the possibility of collecting data using Google Analytics tools should not in any way limit the use of the Website.