**PRIVACY POLICY**
**VIZJA SHOP ONLINE STORE**

**GENERAL PROVISIONS**

This Privacy Policy of the VIZJA SHOP online STORE (hereinafter: Store) sets out the rules of collecting, processing, and using personal data collected from Buyers using the services of the online shop operated via <https://vizja.shop>by the University of Economics and Human Sciences in Warsaw.

**CONTROLLER**

The Controller of the processed personal data is the U**niversity of Economics and Human Sciences in Warsaw with its registered office in Warsaw**, ul. Okopowa 59, 01-043, REGON 017280390, NIP 525-22-08-719, entered into the register of non-public higher education institutions kept by the Minister of Education and Science, register no. 261, phone: 22 536 54 11, available Monday to Friday, 2:00-3:00 p.m. (“**UEHS**” or “**Controller**”).

**PROCESSING AND PURPOSE OF PROCESSING**

Personal data are processed in order to carry out agreements relating to the Store and its activity concluded between Buyers and UEHS, including: accounting, contacting the Buyers, verifying the accuracy of data provided during registration, and performance of concluded agreements. In order to conclude a contract, the Store may make necessary data available to external entities for the purpose of payment transactions (payment companies) and shipping (carriers, shipping companies, postal or courier service providers). In this case, the amount of data transmitted shall be kept to a minimum.

The data is also processed for marketing and advertising purposes in case the Buyer agrees to it (newsletter subscription).

Personal data are processed in accordance with the provisions of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons in relation to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (Official Journal of the EU L 119, p. 1).

Browsing the Store’s websites does not require providing any personal data. The Store, only in the case of purchase or registration process, collects the following personal data from Buyers:

1. first and last name,
2. billing and/or correspondence address,
3. e-mail address,
4. phone number.

Providing the above data is voluntary, however, it is necessary to register or purchase in the Store. Therefore, failure to provide the aforementioned data during the registration process will prevent registration, and during the order placement process will prevent order placement and its realization. If the Buyer does not agree to the processing of their personal data for marketing and advertising purposes, it does not affect the possibility of registering or placing orders in the Store.

If the Buyer agrees to subscribe to the newsletter, the e-mail address provided shall be used for the Controller's own marketing purposes. Such consent may be withdrawn at any time.

Providing the above data is voluntary and requires the consent of the Buyer, while it becomes necessary only for the purposes specified above. If Buyers do not wish to make use of the indicated possibilities, e.g., to make purchases, there is no requirement to provide personal data.

The Buyer's personal data will be processed for the duration of the agreement and also after its termination:

* to assert claims in connection with the performance of an agreement,
* to comply with the obligations arising from the law, including in particular tax and accounting regulations,
* to prevent fraud and abuse,
* make statistics and archives,
* for a maximum period of 10 years from the date of completion of the agreement.

The Buyers have the right to access the content of the given personal data and to correct it or demand its deletion. If it is determined that the processing of personal data is incompatible with the applicable law, the Buyer has the right to lodge a complaint to the supervisory authority – the President of the Personal Data Protection Office.

The data may be made available to entities entitled to receive them under applicable laws, including competent public authorities.

**TECHNICAL MEASURES AND DATA SECURITY**

The Store puts emphasis on securing the Buyer's data and protecting them against third-party activity. The Store uses all necessary measures for servers and connections to protect the buyers' data. All connections related to registration and placing orders, as well as other connections, including those related to making electronic payments, during which personal data are transferred, will be carried out through a secure encrypted connection – using SSL (Secure Socket Layer) or similar protocols.

Regardless of the actions taken by the Store in this regard, all Buyers are required to maintain the confidentiality of the login and password to the Store and not to make them available to third parties. The Store will require the Buyer to provide them only when logging in. In order to prevent third parties from using the account, Buyers should log out after using the Store.

**COOKIE POLICY**

The Store uses cookies. The shop does not collect any information automatically, except for the information contained in cookies.

Cookies are computer data, specifically text information, sent by the website, saved, and stored on the user's terminal device (computer, laptop, smartphone, etc.). These files are intended for use on the Store's websites. These files contain various information necessary for the proper functioning of the online Store.

The entity placing cookies on the end user's device and accessing them is UEHS controller.

Cookies are not used to identify users and their identity is not determined on their basis. These files identify the data of the computer and browser used to browse the web pages, which are not combined with personal data of users acquired, for example, during registration in the Store.

The Shop uses two types of cookies:

1. session cookies – temporary files that are stored in the end user's device until logging out, leaving the website, or switching off the software (web browser) and
2. persistent cookies – are files stored in the end user's device for the time specified in the parameters of cookies or until they are deleted by the user.

Cookies are used:

1. to adjust the content of the Store's websites to the user's preferences and optimize the use of the websites; in particular, cookie files make it possible to recognize a Store user's device and appropriately display a website tailored to the user's individual needs,
2. to maintain user session after logging in, as a result of which the user does not have to re-enter login and password on each subpage,
3. in order to remember the items in the user's shopping cart,
4. profile a user in order to display tailored content to that user on advertising networks,
5. to create statistics which help to understand how the Store's users use websites, which enables improving their structure and content.

Web browsing software (web browser) usually allows the storage of cookies on the user's end device by default. The user of the website may at any time change the settings concerning cookies. The web browser allows the deletion of cookies. Moreover, these settings can be changed in such a way as to block the automatic handling of cookies in the settings of the web browser or inform on their placement in the device of the user each time. Detailed information about the possibility and methods of using cookies is available in software (web browser) settings.

Restricting the use of cookies may affect some of the functionality available on the website.

Cookies on the end user's device may also be used by partners cooperating with the Store’s operator.

We recommend reading the privacy policies of these companies to learn about the use of cookies used in statistics. Cookies may be used by advertising networks, including Google, to display advertisements tailored to the way the user uses the Website. For this purpose, they may store information about the user's navigation path or the time they stayed on a particular page.

Cookie protection level can be adjusted in the browser; they may even be blocked completely. Users can change their browser settings if they do not wish to receive cookies. At the same time, please be informed that disabling cookies necessary for authentication processes, security, maintenance of user preferences may hinder or even prevent the use of websites, e.g., logging into an e-mail account or into the Store’s personal user account.

To manage your cookie settings, please select your browser/system from the list below and follow the instructions:

**Internet Explorer**

From the browser menu, select: “Tools” > “Internet Options” > “Privacy.” Use the slider to set the level and confirm the setting with the OK button.

**Chrome**

From the browser menu, select: “Settings” > “Show advanced settings.” In the “Privacy” section, select the “Content Settings” button and then in the "Cookies" section the following cookie settings are available:

– delete cookies,

– default settings for blocking cookies

– default settings for allowing cookies

– default behavior of cookies and page data until the browser is closed

– exceptions for cookies from specific sites or domains.

**Mozilla Firefox**

From the browser menu, select: “Options” > “Privacy,” then check the Firefox: “will use user settings” box. You can decide whether or not to accept cookies by selecting “Accept cookies.”

**PROFILING**

The Controller may use profiling in the Store for direct marketing purposes, but decisions made on its basis by the Controller do not concern conclusion or refusal of the sales agreement. The use of profiling in the Store may result, for example, in a person being given a discount, being sent a discount code, being reminded of unfinished purchases, being offered a product that may match a person's interests or preferences, or being offered better terms compared to the Store's standard offer. Despite this profiling, it is the individual who freely decides whether they would like to take advantage of the discount or better conditions thus received and make a purchase from the Store.

Profiling in the Store involves an automatic analysis or prediction of a person's behavior on the Store's website, e.g., by adding a particular product to the shopping cart, viewing a particular product page in the Store, or by analyzing a person's past purchase history in the Store. In order to conduct such profiling, the Controller needs personal data to send, for example, discount codes.

The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning them or similarly significantly affects them.

**FINAL PROVISIONS**

The Store reserves the right to make changes to the Privacy Policy by publishing a new Privacy Policy. Everyone who uses the site is bound by the current Privacy Policy.

In matters not regulated by this Privacy Policy the relevant provisions of the Terms and Conditions of the VIZJA SHOP online store shall apply <https://vizja.shop> ,in particular with respect to the definition of the terms used in this Privacy Policy.

The Store may contain links to other websites. The Controller recommends reading privacy policies of other websites upon visiting. This Privacy Policy applies only to the VIZJA SHOP online store.