

## **Privacy policy**

Providing personal data, as well as consent to their processing, are voluntary. We only collect relevant information that you provide when contacting us, registering for our newsletter or ordering our products.

You always have the right to view your personal information. If it is incorrect or incomplete, you have the right to have the data corrected or removed. If you decline to give us the necessary order details, your order won't proceed. Maelu uses encrypted data transmission and is SSL-certified.

### **I. Personal data processing**

In connection with your online registration and in ordering products on the Maelu Website, you agree by law that we store and use your information to fulfill our commitment to you. Maelu Dominika Frelkowska (reg. NIP 9522189722, REGON: 381851642) protects your personal information.

### **II. Personal Data protection system**

Pursuant to Article 13(1) and (2) of the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons 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) (OJ. L 2016, No. 119, p. 1), we would like to inform you about the principles of processing personal data provided by you (information obligation):

The vital elements of personal data protection include:

1. SSL certificate, which guarantees that communication between your computer and maelu.pl is encrypted with a 256-bit key.
2. We collect and process only necessary data, for the shortest possible time.
3. Access to your personal data is only granted to authorized people to guarantee their safety.
4. The maelu.pl IT system and internal company procedures meet all standards of personal data protection.

The administrator fulfilled all obligations regarding the protection of personal data.

### **III. Reasons for use**

#### **A. Registration**

1.

During registration, please provide us with the necessary data so you won't have to waste time refilling the entire order form with each purchase. By registering, you save time and money as registered customers are informed about promotions and discounts carried out by Maelu.

Registered Customers after logging in have the ability to verify order status and history of purchases. Registered and logged in client can correct, complete or delete data from [Maelu](#) at any time.

During registration, fill out:

1. Name, Surname - necessary to issue a sales document and address the package;
2. Address (street, house number / or apartment number, zip code, and city) - necessary to address the package;
3. E-mail - necessary for logging in and communication-related to the use of [Maelu](#);
4. Telephone number - necessary in case of choosing some delivery methods (required by carriers)
- 5.
6. Data is stored for 5 years from the last login.

## **B. Orders**

When placing an order, please provide us with data necessary to complete the order, which in the case of registered and logged in clients are partially automatically collected.

When placing an order, you will be asked for:

1. name and surname or the name of the company/institution - necessary to issue a sales document and address the package;
2. address (street, house number/apartment number, zip code, and city) - necessary to address the parcel;
3. e-mail - necessary for order communication;
4. telephone number - necessary in case of choosing some delivery methods (required by carriers).

If, when placing an order, customer chooses delivery to a different address than the one indicated during registration, please also provide:

1. name and surname or name of the company/institution - we need to address the package;

2. address (street, house number / or house and apartment number, zip code, and city) - necessary to address the parcel;
3. phone number - necessary in case of choosing some delivery methods (required by carriers).

If Customer chooses to issue the bill of sales for other data than indicated at registration, he/she will be asked to provide:

1. name and surname or name of the company/institution - necessary to issue the bill of sale;
2. address (street, house number / or house and flat number, zip code, and city) - necessary to issue the bill of sale;

Data provided within the order are processed by maelu.com and the following entities:

1. Name and surname, address, telephone number, e-mail address indicated as delivery address will be provided to the shipping company in the form of a label/consignment note:

DHL Parcel Polska Sp. z o.o. with headquarters in Warsaw (KRS: 0000631916, NIP: 9512417713)

2. Name and surname, address, NIP in the form of bill of sales will be provided to the following accounting system:

Web INnovative Software Sp. z o.o. based in Wrocław (KRS: 0000342082, NIP: 8982167294) operator of the [wfirma](#)

In case of using external payment systems, all data provided at the operator's website remain registered only in its database and are not in any way available or stored by maelu.com

Maelu cooperates with the following payment operator:

Blue Media SA with its registered office in Sopot, ul. Haffner 6, postal code: 81-717, KRS: 0000320590

Data is stored for a period of 5 years .

### **C. Marketing**

If you subscribe to the newsletter and agree to receive it in the registration or ordering process, please enter an e-mail address to which we will send commercial information from maelu.com. You can unsubscribe at any time by logging in to your account at Maelu.com or by clicking the link "canceling subscription" located in the footer of each newsletter.

The e-mail address is processed only by the newsletter carrier: FreshMail Sp. z o.o. Al. 29 Listopada 155c 31-406 Kraków, NIP: 6751496393, REGON: 123040091

## **D. Correspondence**

Please do not provide us with information and personal data that we are not asking for and which do not matter from a legal perspective.

## **IV. Cookies**

A cookie is a small text file stored on your computer and contains certain information. Cookies are used purely for technical reasons for the site's functionality, such as login, navigation and forms processing. There are two types of cookies, persistent cookies, which saves a file permanently on your computer and session cookies that are stored temporarily while you are on our Website. Cookies can also collect information about your visits, such as demographics, duration of pages, or pages visited.

On Maelu website followed cookies are used:

- 1. Strictly necessary cookies:** required for the operation of our website. They include cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- 2. Analytical/performance cookies:** They allow us to recognize and count the number of visitors and to see how they move around when using it. This helps us improve the way our website works and ensure users are finding what they are looking for easily.
- 3. Functionality cookies:** used to recognize you when you return to our website. It enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- 4. Targeting cookies:** record your visit and links you followed. We will use this information to make our website and advertising more relevant to your interests.

If you choose to block all cookies (including essential cookies) you may not be able to access all parts of our site.

### **A. The server of the website**

1.

The IT system used by maelu.com automatically collects data related to the user device. Collected data apply to the use of: the type of device, operating system, web browser, screen resolution, color depth, IP, Internet provider and are used only in order to

provide the greatest convenience of use. Data are never combined with the one referred to in Part III and are only material for statistical analysis.

**Maelu** uses servers from OVH sp. o.o. based in Wrocław (KRS: 0000220286, Tax Identification Number: 8992520556) and NetArch Sp. z o.o based in Krakow (KRS: 0000286559, NIP: 945-208-91-38). These companies do not have direct access to personal data and do not process it in any way.

#### **B. maelu.com (cookies)**

**Maelu** uses cookies in order to recognize and adjust the website based on your needs.

**Maelu** uses cookies to save details from:

1. Logging in (session lasts 30 minutes);
2. Basket (session lasts 30 days);
3. Display preferences (session lasts 30 days);
4. Statistics and Audience Reports (session lasts 30 days);

#### **C. Google Analytics (cookies)**

This cookie name is associated with Google Universal Analytics. Please note that third parties (including advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.

Except for essential cookies, all cookies will expire after you close your browser.

#### **D. Google AdWords (cookies)**

Google AdWords uses cookies technology to evaluate the correctness and effectiveness of its advertising activities. Google collects data obtained from cookies and uses this information to create reports and provide other services related to the use of the Internet. Google may also transfer this information to third parties if it is required to do so by law.

These data are only material for statistical analysis and system correction mechanisms. The data is processed for 12 months from the last activity, after which cookies are deleted.

## **V. Cookies from third parties**

[Maelu](#) uses scripts and software components provided and located on the third parties servers. [maelu.com](#) carefully selects its business partners', however, it is not responsible for their cookie policy. That is why we recommend to verify our partners' privacy policy and decide whether you want to accept their cookies.

[maelu.com](#) uses scripts of the following partners:

1. Google Inc. based in Mountain View (CA, USA)
2. Facebook Inc. based in Menlo Park (CA, USA)
3. Pinterest Inc. Headquartered in San Francisco (CA, USA)
4. Instagram - Facebook Inc. based in Menlo Park (CA, USA)

## **VI. Forwarding personal data**

If the applicable law requires Personal Data Administrator to transfer data to state authorities, [maelu.com](#) will provide it.

The category of entities that data can be transferred to includes advertising agencies, banks, accounting and accounting offices, IT service providers, courier companies, logistics companies, payment institutions, carriers.

In case of such transfer, Personal Data Administrator guarantees the highest protection, confidentiality, and security of personal data, as well as their use only for the purpose of implementing legal obligation.

## **VII. Changes in privacy policy**

[Maelu](#) has the right to change privacy policy, if it is required by applicable law, technological conditions.

[Maelu](#) will notify about any changes via e-mail.

The current privacy policy is located at [Privacy Policy](#).

## **VIII. Your rights**

You have the right to:

1. refuse or limit the processing of personal data;
2. raise an objection to the processing of personal data;
3. access your personal data;

4. the rectification of inaccurate personal data;
5. transfer personal data;
6. consent withdrawal to the processing of your personal data;
7. submit a complaint

These rights are inalienable and cannot be restricted.

## **IX. Contact**

**Maelu** contacts you via provided email, only in necessary situations.

If you have any questions or concerns about the privacy policy, we encourage you to contact us by email at [contact@maelu.pl](mailto:contact@maelu.pl).

If you want to update or delete your personal data, please contact us at [contact@maelu.pl](mailto:contact@maelu.pl)

You can also correspond with us at:

Maelu Dominika Frelkowska

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