**PRIVACY POLICY**

**1. General information**

1. This privacy policy applies to the online shop operated at https:/phormy.com/ (hereinafter: " the Shop").
2. The controller of the personal data collected through the Shop’s website is **PHORMY spółka z ograniczoną odpowiedzialnością with its registered office in Poland, city of Bochnia (32-700) at ul. Tadeusza Czackiego 9/1, KRS (Natonal Court Register) 0000623709, NIP (tax id. no.) PL8681966149, Regon (national business registry no.) 364760246.**

**Contact : +48 518 675 346, email: phormy@phormy.com**

1. The Controller processes the personal data of Shop Customers for the following purposes:

* conclusion and performance of the contract of sale of the Products offered in the Shop, including the dispatch of the Products (legal basis for processing: Article 6(1)(b) of the GDPR)
* conclusion and performance of the contract for the newsletter service (legal basis for processing: Article 6(1)(b) of the GDPR)
* conclusion and performance of a contract in respect of the maintenance of a Customer Account in the Shop (legal basis for processing: Article 6(1)(b) of the GDPR)
* direct marketing of our own services and products (in addition to the provision of the newsletter service) including profiling, in particular presenting behavioural advertising, displaying and sending specific marketing content to the customer (which is our legitimate interest to maintain a business relationship with our customers, informing them of news and promoting our products and services - legal basis for processing: Article 6(1)(f) of the GDPR)
* handling of enquiries via the form (which is our legitimate interest in being able to answer the questions asked - legal basis for processing: Article 6(1)(f) of the GDPR)
* possible establishment, investigation or defense of claims (which is our legitimate interest - legal basis: Article 6(1)(f) of the GDPR)

The shop performs the functions of obtaining information about Customers and their behaviour in the following ways:

1. Through the data voluntarily entered in the forms, which are entered into the Controller's systems.
2. By storing cookies on end devices.

The provision of personal data by the Customer is voluntary, but necessary in order to carry out the individual aforementioned services (purchase of Products in the Shop, use of the newsletter service, use of the Customer Account service).

In particular, the provision of the personal data required in the order form is necessary for the conclusion and execution of the sales contract. If you refuse to provide this data, the contract cannot be concluded.

**2. Selected data protection methods used by the Controller**

1. The sites for logging in and entering personal data are protected in the transmission layer (SSL certificate). This ensures that the personal and login data entered on the site are encrypted on the customer's computer and can only be read on the target server.
2. Customer passwords are stored in a hashed form. The hash function operates in a one-way fashion - it is not possible to reverse its operation, which is now the modern standard for storing user passwords.
3. The Controller periodically changes his/her administrative passwords.
4. In order to protect the data, the Controller makes regular security (backup) copies.

**3. Your rights and additional information on how your data will be used**

1. In certain situations, the Controller is entitled to transfer your personal data to other recipients if this is necessary for the performance of a contract concluded with you or for the fulfilment of obligations incumbent on the Controller. This applies in particular to the following groups of recipients:
   * hosting company on a delegated basis
   * delivery couriers
   * postal operators
   * insurers
   * law firms
   * payment operators
   * authorised staff and associates
   * companies providing marketing services to the Controller
   * state bodies.
2. The period for which we process your personal data depends on the purpose of the processing.

Personal data obtained for the purpose of concluding and performing a Sales Contract will be stored for the duration of the Contract and, in the event of non-conclusion of the Contract or after its expiry/execution, for the period necessary for the purposes of claiming or defending against claims.

Personal data processed for the purposes of providing the newsletter service and maintaining a Customer Account will be stored for the duration of the aforementioned Contracts, and after their expiry (e.g. due to withdrawal of the so-called marketing consent for the newsletter service) - for the period necessary for the purposes of asserting claims or defending against claims.

Personal data processed for direct marketing purposes will be stored until you object to its processing or if you withdraw your so-called marketing consent or if you determine that the data is obsolete.

Personal data processed for the purpose of handling enquiries via the form will be stored for the duration of the ongoing relationship, and after that for a period of 1 year.

1. You have the right to request from the Controller:
   * access to personal data concerning you,
   * its rectification,
   * its deletion,
   * limitation of processing,
   * and to transfer data.

You have the right to object at any time to the processing of your personal data for direct marketing purposes, including profiling.

In addition, you have the right to object at any time - on grounds relating to your particular situation - to any processing of your personal data other than the aforementioned based on Article 6(1)(e) or (f) of the GDPR. In this case, we will not process your data unless we demonstrate the existence of compelling legitimate grounds for the processing which override the interests, rights and freedoms of the data subject, or grounds for the establishment, assertion or defence of claims.

1. If you have objections to the processing of your personal data, you may lodge a complaint with the President of the Office for Personal Data Protection, ul. Stawki 2, 00-193 Warsaw.
2. As we informed you above, in order to carry out certain marketing activities, the Controller uses profiling. This means that the Controller, by means of automatic data processing, evaluates selected factors concerning the Customers in order to analyse their behaviour or create a forecast for the future. This allows the content displayed and sent to be better tailored to individual preferences. As a result of these analyses, no relevant decisions concerning the Customer are taken in an automated manner.
3. Personal data is not transferred from third countries within the meaning of data protection legislation. This means that we do not send them outside the European Union.

**4 . Essential marketing techniques**

1. The Controller uses statistical analysis of website traffic, via Google Analytics (Google Inc., based in the USA). The controller does not transmit personal data to the operator of this service, only anonymised information. The service is based on the use of cookies on the user's terminal device. With regard to the information on user preferences collected by the Google advertising network, the user can view and edit the information resulting from cookies using the following tool: https://www.google.com/ads/preferences/.
2. The Controller uses remarketing techniques to tailor advertising messages to the user's behaviour on the website, which may give the illusion that the user's personal data is being used to track the user, but in practice no personal data is transferred from the Controller to the advertising operators. A technological prerequisite for such activities is that cookies are enabled.
3. The controller uses the Facebook pixel. This technology means that Facebook (Facebook Inc., based in the USA) knows that a person registered with it is using the Shop. The Controller does not pass on any additional personal data to Facebook. The service is based on the use of cookies on the user's terminal device.
4. The Controller uses a solution which automates the operation of the Shop in relation to users, e.g. it may send an e-mail to a user after visiting a particular subpage, provided that the user has agreed to receive commercial correspondence from the Controller.

**5. Information on cookies**

1. The shop uses cookies.
2. Cookies are computer data, in particular text files, which are stored on the Shop’s Customer's terminal equipment and are intended for the use of the Shop’s websites. Cookies usually contain the name of the website they come from, the time they are stored on the end device and a unique number.
3. The Controller is the entity placing cookies on the Customer's terminal equipment and accessing them.
4. Cookies are used for the following purposes:
   1. maintaining a Customer session (after logging in), thanks to which the Customer does not have to re-enter his/her login and password on each sub-page of the Shop;
   2. to achieve the objectives set out above under 'Essential marketing techniques';
5. The Shop uses two main types of cookies: "session" (session cookies) and "persistent" (persistent cookies). "Session" cookies are temporary files which are stored on the Customer's terminal equipment until the Customer logs out, leaves the website or switches off the software (web browser). "Persistent" cookies are stored on the Customer's terminal equipment for the time specified in the parameters of the cookies or until they are deleted by the Customer.
6. The web browsing software (web browser) usually allows cookies to be stored on the Customer's terminal device by default. Customers of the Shop can change their settings in this respect. The web browser makes it possible to delete cookies. It is also possible to block cookies automatically. Detailed information on this subject can be found in the help or documentation of the Internet browser.
7. Restrictions on the use of cookies may affect some of the functionality available on the Shop website.

**6. Managing cookies**

1. If you do not wish to receive cookies, you can change your browser settings. We stipulate that disabling cookies necessary for authentication processes, security, maintaining customer preferences may make it difficult, and in extreme cases may make it impossible, to use the websites.
2. To manage your cookie settings, select the web browser you are using from the list below and follow the instructions:
   * [Edge](https://support.microsoft.com/pl-pl/help/10607/microsoft-edge-view-delete-browser-history)
   * [Internet Explorer](https://support.microsoft.com/pl-pl/help/278835/how-to-delete-cookie-files-in-internet-explorer)
   * [Chrome](http://support.google.com/chrome/bin/answer.py?hl=pl&answer=95647)
   * [Safari](http://support.apple.com/kb/PH5042)
   * [Firefox](http://support.mozilla.org/pl/kb/W%C5%82%C4%85czanie%20i%20wy%C5%82%C4%85czanie%20obs%C5%82ugi%20ciasteczek)
   * [Opera](http://help.opera.com/Windows/12.10/pl/cookies.html)

Mobile devices:

* + [Android](http://support.google.com/chrome/bin/answer.py?hl=pl&answer=95647)
  + [Safari (iOS)](http://support.apple.com/kb/HT1677?viewlocale=pl_PL)
  + [Windows Phone](http://www.windowsphone.com/pl-pl/how-to/wp7/web/changing-privacy-and-other-browser-settings)