

Privacy policy

Wydawnictwo Miejskie Posnania

1. Data administrator

1. Wydawnictwo Miejskie Posnania, having its registered office at ul. F. Ratajczaka 44, Poznań, Poland, complies with the personal data protection policy provided for in 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), hereinafter referred to as “the Regulation”.

2. Your data shall be administered by Wydawnictwo Miejskie Posnania having its registered office at ul. F. Ratajczaka 44, 61-728 Poznań, which is a local government institution of culture, entered under RIK XV into the Cultural Institutions Register kept by the Department of Culture of the Poznań City Hall.

3. For any matters pertaining to the processing of your personal data, you can contact us by e-mail at: iod@wm.poznan.pl.

4. As protecting your privacy is of great importance to us, we want to reassert our commitment to treating your data with due care in full respect of any applicable legislative obligations on personal data protection.

2. Legal basis, purpose and scope of data processing

1. The legal basis for the processing of your personal data is Article 6.1.f, which allows processing to the extent necessary for purposes resulting from the legitimate business pursued by Wydawnictwo.

2. Personal data means any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person is one who can be identified, directly or indirectly, in particular in reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person; The personal data to be collected by Wydawnictwo Miejskie Posnania shall include:

– first name, surname, address, NIP (taxpayer identification number), REGON (statistical identification number), PESEL (personal identification number), telephone number, e-mail address, IP address.

3. Processing means any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

4. Consent of the data subject means any freely given, specific, informed and unambiguous indication

of the data subject's wishes by which he or she, by a statement or by a clear affirmative action, signifies agreement to the processing of personal data relating to him or her;

5. Personal data breach means a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed.

6. Personal data shall be collected for the purposes of:

- executing a contract concluded with Wydawnictwo Miejskie Posnania on the basis of the consent given by the Customer,
- marketing, i.e. notification of promotional campaigns, participation in contests, information newsletters, subject to separate consent to such use by the Client,
- processing of complaints, investigations and defence in the event of mutual claims,
- managing a user account.

7. Personal data shall be given freely. Consent shall be expressed electronically and may be withdrawn at any time by sending an e-mail to iod@wm.poznan.pl. Be advised that the absence of consent to the processing of personal data to the extent necessary to perform the contract may result in a failure to fulfil an order. The data subject may withdraw his/her consent to the processing of his/her data. Consent may be withdrawn at any time with no effect on the legality of the processing performed on the basis of such consent prior to its withdrawal.

8. For the purposes of performing a commercial contract, any personal data shall be processed for 5 years from the end of the year in which a contract of sale is concluded whereas any data used for marketing purposes, complaint processing, an investigation or defence in the event of mutual claims, and the keeping of user account shall be processed until the consent to their processing has been withdrawn.

9. Personal data shall be processed by persons authorized by the personal data administrator and (based on detailed agreements) by the providers of information and the providers of postal and advisory services to Wydawnictwo Miejskie Posnania.

10. Personal data shall be processed in an automated manner. We receive such data from partners and provide them to IT and logistic operators for the purposes of contract performance and / or to provide updates on contract performance progress.

3. Rights of users relating to personal data

1. Wydawnictwo Miejskie Posnania shall respect the right of the Users who make their personal data available to Wydawnictwo Miejskie Posnania to having their complaints duly processed, including the right to demand the completion, updating, or rectification of personal data, a temporary or permanent suspension of their processing and their deletion should such data be incomplete, out-of-date, untrue or unlawfully collected or no longer necessary for the achievement of the purpose for which they were gathered.

2. The person in charge of personal data processing at Wydawnictwo Miejskie Poznania may be contacted by e-mail at iod@wm.poznan.pl.

3. According to the GDPR, in cases of inappropriate data processing, the User may lodge a complaint with the supervisory body of the Personal Data Protection Authority (Urząd Ochrony Danych Osobowych).

4. Data recipients

1. Personal data may be made available exclusively to the providers to Wydawnictwo Miejskie Poznania of services necessary to deliver its stated goals.

2. Your data shall be transferred to:

- such hosting companies as make their servers available to us,
- the suppliers of tools used for marketing or analytical purposes (solely with the explicit consent of the user)
- suppliers of tools for sending e-mails,
- persons cooperating with us under civil law contracts,
- online service providers, e.g. Google,
- suppliers of software to existing or prospective customers,
- payment platform providers,
- providers of courier and postal services.

5. We transfer your data to countries outside the European Economic Area

In the course of the Administrator's use of tools that support his/her current activities, including such tools as are provided by Google, the Customer's Personal Data may be transferred to a country outside of the European Economic Area and, in particular, to the United States of America (USA) or to such other country in which the entity cooperating with Google maintains tools for processing Personal Data in collaboration with the Administrator. Appropriate safeguards to protect any submitted Personal Data have been established by the Administrator through the use of standard data protection clauses adopted pursuant to the European Commission decision and GDPR-compliant agreements to entrust data for processing purposes. In the event that data are transferred from Europe to the USA, certain entities located in the latter may additionally ensure an adequate level of data protection with the use of the so-called Privacy Shield.

6. Cookies and operating data

1. Cookies are small bits of textual information in the form of text files, sent by a server and saved on the device of the user visiting Wydawnictwo Miejskie Poznania website, the Online Store (e.g. on the hard drive of the user's computer or laptop or on his/her smartphone's memory card, depending on which device is used to visit our Online Store). Detailed information about cookies, as well as the

history of their creation, can be found, among others, at https://en.wikipedia.org/wiki/HTTP_cookie.

2. Wydawnictwo Miejskie Poznań processes the data contained in cookies when users use the website and/or the Online Store for the purposes of:

- identifying the Customer of services as logged in and displaying their logged-in status,
- memorising Products added to basket for the purpose of placing an Order,
- memorising data from completed Order Forms, surveys or Online Store login details,
- customising website content and the Online Store to the personal preferences of Service Customers (e.g. regarding colours, font size, page layout) and optimising the use of Online Store websites,
- keeping anonymous statistics regarding the use of the Online Store website and researching Customer needs, with the exception of statistics that can be used for the personal identification of such Customers.

3. Most web browsers available on the market accept cookies by default. Anyone may define the terms for the use of cookies by adjusting their browser settings. This means that you can, for instance, partially restrict (by imposing e.g. temporal restrictions) or fully disable the option of saving cookies on your computer - in the latter case, however, this may affect some Online Store functionalities (for example, it may prevent the completion of orders using the Order Form).

4. Detailed information on changes to cookie settings and how to remove them from the most popular web browsers are available in the web browser help section.

5. The Service Provider also collects operating data (the so-called logs - IP address, domain), which shall be stored indefinitely and used to generate statistics that are helpful in the administration of websites and the Online Store. Such data are aggregate and anonymous, i.e. they do not contain features that could be used to identify visitors to the Online Store. No logs shall be disclosed to any third parties.