

PRIVACY POLICY

This Privacy Policy applies to the <https://eloptio.com> website.

If you have any questions regarding the Privacy Policy, please contact an employee of the owner of the Website, i.e. Kotrak S.A., at marketing@kotrak.com or at:

Kotrak S.A.

ul. Parczewskiego 25

40-582 Katowice

Tel. (32) 35 12 717

The administrator of the personal data is KOTRAK S.A., with its registered office in Katowice, address: Bogusława Parczewskiego 25, 40-582 Katowice, entered under KRS number 0000704357 in the Register of Entrepreneurs of the National Court Register.

Visitors to this website may view the content of the Website without providing personal data.

1. Data provided by the user.

(1) The site administrator does not collect any data provided by users.

2. Other data of visitors.

(1) The Administrator collects and automatically generates a number of other areas of data use, including metadata, login data, device information, IP addresses, third party data and cookie information.

(2) The Administrator collects the data contained in the system logs (this is the information that the Visitor's computer transmits to the server each time the Visitor connects to the Website, it may contain various data such as IP address). This information is used by the Service Provider for technical purposes related to server administration, optimisation and modification of the Website in order to better adapt it to the needs of customers, as well as for marketing its own products and services.

(3) IP addresses are used by the Administrator to collect general, statistical information (e.g. about the place from which the connection is made). In addition, data on Website visitors and their preferences may be captured and disclosed in the form of statistics, but such statistics remain anonymous and do not contain data or characteristics allowing for the identification of individual persons.

(4) The data referred to in this section are not combined with the personal data of visitors to the Website.

3. Use of data

(1) We collect aggregated data (such as statistical or demographic data) and use it for various purposes. Aggregated data may be derived from your personal data, but is not personal data in the sense of the law, as it does not reveal your identity directly or indirectly. For example, we may collect data about you in order to calculate the percentage of time you use a particular function. However, if we combine aggregated data with your personal data in such a way that your identity can be determined directly or indirectly, then we treat such combined data as personal data subject to this privacy policy.

(2) The Administrator analyses the websites used by the user, provides the user with, among other things, advertising content that is more tailored to the user's interests.

(2) The Administrator uses IP addresses collected during Internet connections for technical purposes related to server administration. In addition, IP addresses are used to collect general, statistical demographic information (e.g. about the region from which the connection is made).

(4) The purpose of data processing may be:

- To ensure the proper functioning of the Website and to adapt it to the needs of visitors. The server logs constitute supporting material for the administration of the Website of the Service and for the production of statistics and for evaluating the usability of the Website of the Service and its optimisation. The data recorded in the server logs are not associated with persons using the Website, and are not used by our company to identify visitors to the Website. The server logs constitute only material supporting the administration of the Site, and their content is disclosed only to persons authorised to administer the server. The data obtained are also used by our company to create statistics, which are used to evaluate the usefulness of the Website and to optimise it.

- Our company's website makes use of retargeting technology. The use of this technology makes it possible to offer the user a more attractive web offer. It makes it possible to present users interested in our products with relevant advertising on the websites of our partners. The display of advertising material on our partners' websites is based on cookie technology and the analysis of previous user behaviour. This form of advertising is carried out completely anonymously. When using our website, cookies are used to collect, save and use data on user behaviour. Furthermore, the user data contained in the cookies is stored after the end of the browser session and is used during the next visit to the website.

4. Cookies. Google Analytics

(1) Cookies are text files that a website or its service provider transfers to your computer's hard drive through your browser to enable the website or the service provider's systems to recognise your browser and capture and remember certain information to analyse how you use the website. A cookie is a small amount of information, often containing an anonymous unique identifier sent to your browser from the website's computers and stored on your computer's hard drive.

(2) We use cookies to provide you with the best possible user experience on our Website and to understand and record your preferences for future visits. If you continue to use the Website without changing your settings, we will assume that you agree to all cookies on the Eloptio website. You can set your browser to require consent before using cookies or to block the use of cookies. Please refer to the instructions provided by your browser manufacturer for details of how this works. Deactivation may limit the functionality of our website.

(3) You can configure your browser to accept all cookies, reject all cookies or set a notification when a cookie is stored. If you wish to delete cookies that are on your computer, please refer to your browser's instructions to find the file or directory that stores cookies. If you reject all cookies, you may then not be able to use all the features of the website. By using this website, you consent to the processing of data concerning you in the manner and for the purposes set out above.

(4) This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies". The information generated by the cookie about your use of the website (including your IP address) will be transmitted to Google. This information is usually transmitted to a Google server, which may be operated in the USA, and stored there. On this website, the following is activated

IP address anonymisation function, so that your IP address will be immediately pseudonymised. This means that only an approximate location is possible. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website traffic for website operators and providing other services relating to website traffic and internet usage. Google may also transfer this information to third parties where it is required to do so by law or where such third parties process the information on Google's behalf. Google should not associate your IP address with any other data in its possession. The legal basis for the use of Google Analytics is Article 6(1)(f) GDPR. In addition, you can directly block the collection and use of data from your cookies at Google. For this purpose, Google provides its own browser plug-in: <https://tools.google.com/dlpage/gaoptout?hl=au> Kotrak S.A. allows other entities that display advertisements or provide services on some of our websites to set and access their cookies on your computer. The use of cookies by other entities is subject to their own privacy policies and not this policy. Advertisers or other entities do not have access to Eloptio's cookies.

5. Other information

You may be targeted by remarketing activities, which will be based on statistical data that does not constitute personal data. This means that visitors to the Administrator's websites may be shown advertising content about the Administrator while on other websites.

Amendment to the Privacy Policy

This Privacy Policy is subject to change. Any changes to the Policy

Privacy Policy will be published on this website. In the event of significant changes, users of the Website who have voluntarily left their data will be notified by email. Previous versions of the Privacy Policy will be kept in an archive for users to review.

Legal basis::

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 (so-called GDPR). Act of 10 May 2018 on the protection of personal data (Journal of Laws 2018, item 1000, as amended).