

THE PRIVACY POLICY OF FALMED ACADEMY WEBSITE

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1) GENERAL PROVISIONS

1. This Privacy Policy for the Internet Service is of informative nature, which means it does not impose obligations on the Service Internet Users. The Privacy Policy primarily contains principles concerning the processing of personal data by the Administrator within the Internet Service, including the legal basis, purposes, and duration of personal data processing, as well as the rights of individuals whose data is processed. Additionally, it includes information on the use of cookies and analytical tools within the Internet Service.
2. The Administrator of personal data collected through the Internet Service is Stanisław Faliszewski, conducting business under the name FALMED REHABILITACJA RUCHOWA STANISŁAW FALISZEWSKI, registered in the Central Register and Information on Economic Activity of the Republic of Poland held by the Minister responsible for the economy. The Administrator's business address is ul. Czereśniowa 48, 62-081 Przeźmierowo, and the address for deliveries is ul. Czereśniowa 50, 62-081 Przeźmierowo. The Administrator's Tax Identification Number (NIP) is 6211081694, and the National Business Registry Number (REGON) is 250521372. The Administrator's email address is akademia@falmed.pl, and the telephone number is +48 531 147 393, hereinafter referred to as the "Administrator," who is also the Service Provider within the Internet Service.
3. Personal data within the Internet Service is processed by the Administrator in accordance with applicable law, especially 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 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 "GDPR" or "the Regulation." The official text of the GDPR can be found at <http://eur-lex.europa.eu/legal-content/PL/TXT/?uri=CELEX%3A32016R0679>.
4. The use of the Internet Service, including making purchases, is voluntary. Similarly, the provision of personal data by the Internet Service User is voluntary, with two exceptions: (1) concluding agreements with the Administrator - failure to provide the necessary personal data indicated on the Internet Service website, as well as in the Service Regulations and this privacy policy, required for the conclusion and performance of the Digital Products Supply Agreement or any other agreement with the Administrator, will result in the inability to conclude such an agreement. Providing personal data is a contractual requirement, and if the data subject wishes to enter into an agreement with the Administrator, they are obligated to provide the required data. The scope of data required to conclude an agreement is always specified in advance on the Internet Service website and in the Service Regulations; (2) statutory obligations of the Administrator - providing personal data is a legal requirement arising from universally applicable legal regulations, imposing on the Administrator the obligation to process personal data (e.g., in the scope of accounting), and failure to provide such data will prevent the Administrator from fulfilling these obligations.

5. The Administrator exercises special care to protect the interests of the individuals whose personal data is processed, and in particular, the Administrator is responsible for ensuring that the collected data is: (1) processed lawfully; (2) collected for specified, lawful purposes and not subject to further processing incompatible with those purposes; (3) accurate and adequate concerning the purposes for which they are processed; (4) stored in a form allowing the identification of individuals they concern for no longer than necessary for the purposes of processing; and (5) processed in a manner ensuring adequate security of personal data, including protection against unauthorized or unlawful processing, accidental loss, destruction, or damage, using appropriate technical or organizational measures.
6. Taking into account the nature, scope, context, and purposes of processing, as well as the risk of varying likelihood and severity of the rights and freedoms of natural persons, the Administrator implements appropriate technical and organizational measures to ensure compliance with the GDPR and to be able to demonstrate such compliance. These measures are subject to review and update when necessary. The Administrator uses technical measures to prevent unauthorized acquisition and modification of personal data transmitted electronically.
7. All words, phrases, and acronyms appearing in this privacy policy and starting with a capital letter (e.g., Service Provider, Internet Service, Electronic Service) should be understood in accordance with their definitions contained in the Regulations of the Falmed Academy available on the Internet Service website.

2) LEGAL BASIS AND DATA PROCESSING

1. The Administrator is authorized to process personal data in cases where - and to the extent that - at least one of the following conditions is met: (1) the data subject has given consent to the processing of their personal data for one or more specific purposes; (2) processing is necessary for the performance of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract; (3) processing is necessary for compliance with a legal obligation to which the Administrator is subject; or (4) processing is necessary for the purposes of legitimate interests pursued by the Administrator or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject, which require protection of personal data, especially if the data subject is a child.
 2. The processing of personal data by the Administrator requires the occurrence of at least one of the grounds indicated in point 2.1 of the privacy policy. The specific grounds for the processing of personal data of Internet Service Users by the Administrator are indicated in the next point of the privacy policy - concerning the specific purpose of the processing of personal data by the Administrator.
9. PURPOSE, LEGAL BASIS, AND DURATION OF DATA PROCESSING IN THE INTERNET SERVICE

3) PURPOSE, LEGAL BASIS AND DURATION OF DATA PROCESSING IN THE INTERNET SERVICE

1. Each time, the purpose, legal basis, duration, and recipients of personal data processed by the Administrator result from actions taken by the respective Internet Service User.
2. The Administrator may process personal data in the Internet Service for the following purposes, on the following legal bases, and for the respective periods:

Cel przetwarzania danych	Podstawa prawna przetwarzania danych	Okres przechowywania danych
Purpose of data processing Legal basis for data processing Data retention period	Conclusion and performance of a contract, e.g., Digital Product Supply Agreement, or taking actions at the request of the data subject prior to entering into a contract	Data is retained for the period necessary for the performance, termination, or other expiration of the concluded contract.

	Article 6(1)(b) of the GDPR (contract) - processing is necessary for the performance of a contract to which the data subject is a party or in order to take steps at the request of the data subject prior to entering into a contract	
Direct marketing (e.g., for profiling purposes)	Article 6(1)(f) of the GDPR (legitimate interest of the Administrator) - processing is necessary for the purposes of legitimate interests pursued by the Administrator - consisting of caring for the interests and good image of the Administrator, their Internet Service, striving to provide Electronic Services, and selling Digital Products	Data is retained for the period of existence of the Administrator's legitimate interests, but no longer than the limitation period for the Administrator's claims against the data subject arising from the conducted business activity. The limitation period is determined by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to conducting business activity is three years). The Administrator may not process data for direct marketing purposes in case of effective objection in this regard by the data subject..
Marketing (e.g., Newsletter sending)	Article 6(1)(a) of the GDPR (consent) - the data subject has given consent to the processing of their personal data for the purpose of receiving marketing information from the Administrator, e.g., by electronic means	Data is retained until the data subject withdraws their consent for further processing of their data for this purpose.
Keeping accounting books	Article 6(1)(c) of the GDPR (legal obligation) in conjunction with Article 74(2) of the Accounting Act of January 30, 2018 (Journal of Laws of 2018, item 395, as amended) - processing is necessary for compliance with a legal obligation to which the Administrator is subject	Data is retained for the period required by legal regulations imposing on the Administrator the obligation to keep accounting books (5 years, counting from the beginning of the year following the financial year to which the data relates).
Establishing, pursuing, or defending claims that the Administrator may raise or that may be raised against the Administrator (e.g., complaints or claims not directly related to complaints)	Article 6(1)(f) of the GDPR (legitimate interest of the Administrator) - processing is necessary for the purposes of legitimate interests pursued by the Administrator - consisting of establishing, pursuing, or defending claims that the Administrator may raise or that may be raised against the Administrator	Data is retained for the period of existence of the Administrator's legitimate interests, but no longer than the limitation period for claims that may be raised against the Administrator (the basic limitation period for claims against the Administrator is six years).
Use of the Internet Service website and ensuring its proper functioning Article	Article 6(1)(f) of the GDPR (legitimate interest of the Administrator) - processing is necessary for the purposes of legitimate interests pursued by the Administrator - consisting of running and maintaining the Internet Service website	Data is retained for the period of existence of the Administrator's legitimate interests, but no longer than the limitation period for the Administrator's claims against the data subject arising from the conducted business activity. The limitation period is determined by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to

		conducting business activity is three years).
Conducting statistics and analyzing traffic on the Internet Service website	Article 6(1)(f) of the GDPR (legitimate interest of the Administrator) - processing is necessary for the purposes of legitimate interests pursued by the Administrator - consisting of conducting statistics and analyzing traffic on the Internet Service website to improve its functioning	Data is retained for the period of existence of the Administrator's legitimate interests, but no longer than the limitation period for the Administrator's claims against the data subject arising from the conducted business activity. The limitation period is determined by the provisions of law, in particular the Civil Code (the basic limitation period for claims related to conducting business activity is three years).

4) RECIPIENTS

1. For the proper functioning of the Internet Service, including the proper provision of Electronic Services and delivery of Digital Products by the Administrator, it is necessary for the Administrator to use services of external entities (such as software providers, payment processing entities). The Administrator exclusively utilizes services of such data processors who provide sufficient guarantees of implementing appropriate technical and organizational measures to ensure that the processing complies with the requirements of the GDPR and protects the rights of data subjects.
2. Personal data may be transferred by the Administrator to a third country, in which case the Administrator ensures that such transfer will take place to a country providing an adequate level of protection - in accordance with the GDPR, or, in the case of other countries, that the transfer will be based on standard data protection clauses. The Administrator ensures that the data subject has the possibility to obtain a copy of their data. The Administrator discloses collected personal data only when it is necessary for achieving the specific purpose of data processing in line with this privacy policy.
3. The disclosure of data by the Administrator does not occur in every instance and not to all recipients or categories of recipients specified in the privacy policy - the Administrator discloses data only when it is necessary for achieving the specific purpose of processing personal data and only to the extent necessary for its realization.
4. Personal data of Customers/Internet Service Users may be disclosed to the following recipients or categories of recipients:
 - a. **Entities providing electronic or card payment services - in the case of the Internet Service User who uses electronic or card payment methods in the Internet Service, the Administrator provides the collected personal data of the User to the selected entity handling the aforementioned payments in the Internet Service on the Administrator's behalf, to the extent necessary for processing the payments made by the User..**
 - b. **Suppliers of technical, IT, and organizational solutions supporting the Administrator in conducting business operations, including the Internet Service and Electronic Services provided through it (in particular providers of computer software for running the Internet Service, email and hosting providers, and software providers for business management and technical support to the Administrator) - the Administrator discloses collected personal data of the User to the selected supplier acting on its behalf only when it is necessary for achieving the specific purpose of data processing in line with this privacy policy.**
 - c. **Accounting, legal, and advisory service providers supporting the Administrator with accounting, legal, or advisory services (in particular accounting office, law firm, or collection agency) - the Administrator discloses collected personal data of the User to the selected supplier acting on its behalf only when it is necessary for achieving the specific purpose of data processing in line with this privacy policy.**

5) PROFILING IN THE INTERNET SERVICE

1. The GDPR imposes an obligation on the Administrator to inform about automated decision-making, including profiling referred to in Article 22(1) and (4) of the GDPR, and - at least in such cases - provide meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the data subject. With this in mind, the Administrator provides information in this section of the privacy policy regarding potential profiling.
2. The Administrator may use profiling for direct marketing purposes on the Internet Service, but the decisions made on this basis by the Administrator do not concern the conclusion or refusal to conclude a contract for the provision of Digital Products or the possibility to use Electronic Services on the Internet Service. The result of profiling on the Internet Service may include, for example, reminders about unfinished purchases or other activities on the Service, sending discounts or offers for Digital Products that may correspond to the interests or preferences of the specific individual, or proposing better terms compared to the standard offer of the Internet Service. However, despite profiling, the individual retains the freedom to decide whether they wish to take advantage of, for instance, the received offer or discount.
3. Profiling on the Internet Service involves the automatic analysis or prediction of the behavior of a specific individual on the Internet Service, e.g., by analyzing their previous history of actions taken on the Internet Service. The precondition for such profiling is that the Administrator possesses personal data of the specific individual to subsequently send, for instance, a discount code or offer.
4. The data subject has 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.

6) RIGHTS OF THE DATA SUBJECT

1. **Right of access, rectification, restriction, erasure, and portability** – the data subject has the right to request from the Administrator access to their personal data, their rectification, erasure ("right to be forgotten"), or restriction of processing, and also has the right to object to processing, as well as the right to data portability. Detailed conditions for exercising the aforementioned rights are specified in Articles 15-21 of the GDPR.
2. **Right to withdraw consent at any time** – the data subject, whose data is processed by the Administrator based on their consent (pursuant to Article 6(1)(a) or Article 9(2)(a) of the GDPR), has the right to withdraw their consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.
3. **Right to lodge a complaint with a supervisory authority** – the data subject, whose data is processed by the Administrator, has the right to lodge a complaint with the supervisory authority in the manner and under the procedure specified in the provisions of the GDPR and Polish law, in particular the Personal Data Protection Act. The supervisory authority in Poland is the President of the Personal Data Protection Office.
4. **Right to object** – the data subject has the right to object, on grounds relating to their particular situation, at any time to processing of personal data concerning them based on Article 6(1)(e) (public interest or official authority) or (f) (legitimate interests pursued by the data controller), including profiling based on those provisions. In such a case, the Administrator shall no longer process the personal data unless the Administrator demonstrates compelling legitimate grounds for the processing which override the interests, rights, and freedoms of the data subject or for the establishment, exercise, or defense of legal claims.
5. **Right to object to direct marketing** – if personal data is processed for direct marketing purposes, the data subject has the right to object at any time to processing of personal data concerning them for such marketing, including profiling to the extent that it is related to such direct marketing.
6. In order to exercise the rights mentioned in this section of the privacy policy, the data subject may contact the Administrator by sending an appropriate message in writing or by email to the Administrator's address indicated at the beginning of the privacy policy.

7) COOKIES IN THE INTERNET SERVICE AND ANALITYCS

1. Cookies are small text information in the form of text files sent by the server and stored on the side of the person visiting the website of the Internet Service (e.g., on the hard drive of a computer, laptop, or on the memory card of a smartphone - depending on the device used by the visitor of the Internet Service). Detailed information regarding cookies, as well as the history of their creation, can be found, among others, here: https://en.wikipedia.org/wiki/HTTP_cookie.
2. Cookies that may be sent by the website of the Internet Service can be divided into different types, according to the following criteria:

Based on their provider:	Based on their storage period on the device of the person visiting the website of the Internet Service:	Based on the purpose of their use:
1) First-party cookies (created by the Internet Service of the Administrator), and 2) Third-party cookies (belonging to entities other than the Administrator).	1) Session cookies (stored until the person logs out of the Internet Service or closes the web browser), and 2) Persistent cookies (stored for a specified period, defined by the parameters of each file or until manually deleted).	1) Necessary cookies (enabling the proper functioning of the Internet Service), 2) Functional/preference cookies (enabling the customization of the Internet Service according to the preferences of the person visiting the site), 3) Analytical and performance cookies (collecting information about the way the Internet Service is used), 4) Marketing, advertising, and social media cookies (collecting information about the person visiting the Internet Service for displaying advertisements, their personalization, and conducting other marketing activities, including on websites separate from the Internet Service, such as social media platforms or other websites belonging to the same advertising network as the Internet Service).

3. The Administrator may process data contained in cookies when visitors use the website of the Internet Service for the following specific purposes:

Purposes of using cookies on the Administrator's Internet Service:	Identifying users as logged in to the Internet Service and displaying that they are logged in (necessary cookies).
	Remembering Digital Products added to the electronic shopping cart to enable the placing of Orders (necessary cookies).
	Remembering data from filled forms, surveys, or login data for the Internet Service (necessary cookies and/or functional/preference cookies).
	Customizing the content of the Internet Service to the individual preferences of the users (e.g., concerning colors, font size, page layout) and optimizing the use of the Internet Service (functional/preference cookies).

	Conducting anonymous statistics presenting the way the Internet Service is used (analytical and performance cookies).
	Displaying and rendering advertisements, limiting the number of ad displays, and ignoring ads that the person does not want to see, measuring the effectiveness of advertisements, as well as personalizing ads, i.e., researching the behavioral characteristics of people visiting the Internet Service through anonymous analysis of their actions (e.g., repeated visits to specific pages, keywords, etc.) in order to create their profile and deliver them ads tailored to their anticipated interests, even when they visit other websites in the advertising network of Google Ireland Ltd. and Facebook, i.e., Meta Platforms Ireland Ltd. (marketing, advertising, and social media cookies).

4. The current content of cookies (including the storage period of cookies and their provider) sent by the website of the Internet Service can be checked in the most popular internet browsers in the following way:

In the Chrome browser: (1) Click on the padlock icon on the left side of the address bar, (2) Go to the "Cookies" tab.	In the Firefox browser: (1) Click on the shield icon on the left side of the address bar, (2) Go to the "Allowed" or "Blocked" tab, (3) Click on the "Cross-site cookies", "Social media trackers", or "Content with trackers" box.	In the Internet Explorer browser: (1) Click on the "Tools" menu, (2) Go to the "Internet options" tab, (3) Go to the "General" tab, (4) Go to the "Settings" tab, (5) Click on the "View files" box
In the Opera browser: (1) Click on the padlock icon on the left side of the address bar, (2) Go to the "Cookies" tab.	In the Safari browser: (1) Click on the "Preferences" menu, (2) Go to the "Privacy" tab, (3) Click on the "Manage website data" box.	Regardless of the browser, tools available, e.g., at https://www.cookie-matrix.com/ or https://www.cookie-checker.com/ , can be used to check this information.

5. By default, most internet browsers available on the market accept the storage of cookies. Everyone has the possibility to determine the conditions for using cookies through the settings of their internet browser. This means that, for example, it is possible to partially limit (e.g., temporarily) or completely disable the possibility of saving cookies - in the latter case, however, it may affect some functionalities of the Internet Service..
6. The settings of the internet browser regarding cookies are relevant from the perspective of the consent to the use of cookies by the Internet Service - according to the regulations, such consent can also be expressed through the settings of the internet browser. Detailed information on changing settings concerning cookies and their independent removal in the most popular internet browsers is available in the help section of the internet browser and on the following pages (just click on the link):
- In the Chrome browser
 - In the Firefox browser
 - In the Internet Explorer browser
 - In the Opera browser
 - In the Safari browser
 - In the Microsoft Edge browser
7. The Administrator may use Google Analytics, Universal Analytics services provided by Google Ireland Limited (Gordon House, Barrow Street, Dublin 4, Ireland) on the Internet Service. These services help the Administrator conduct statistics and analyze traffic on the Internet Service. The collected data processed within these services is used to generate statistics helpful in administering the Service and analyzing traffic on the Internet Service. This data is aggregated. By using the aforementioned services on the Internet

Service, the Administrator collects data such as the sources and medium of acquiring people visiting the Internet Service, as well as their behavior on the Internet Service, information about devices and browsers from which they visit the site, IP, domain, geographic data, and demographic data (age, gender) and interests.

8. It is possible to easily block the sharing of information about a person's activity on the Internet Service to Google Analytics. For this purpose, for example, an add-on to the browser provided by Google Ireland Ltd., available here: <https://tools.google.com/dlpage/gaoptout?hl=en>, can be installed.
9. In connection with the possibility of the Administrator using advertising and analytical services provided by Google Ireland Ltd. on the Internet Service, the Administrator indicates that complete information about the rules for processing data of people visiting the Internet Service (including information saved in cookies) by Google Ireland Ltd. is available in the privacy policy of Google services available at the following address: <https://policies.google.com/technologies/partner-sites>.
10. The Administrator may utilize the Facebook Pixel service provided by Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) on the Internet Service. This service assists the Administrator in measuring the effectiveness of advertisements and gaining insights into the actions taken by visitors to the Internet Service, as well as displaying tailored advertisements to these individuals. Detailed information about the operation of the Facebook Pixel can be found at the following web address: https://www.facebook.com/business/help/742478679120153?helpref=page_content.
11. Managing the operation of the Facebook Pixel is possible through the advertising settings in one's Facebook account: https://www.facebook.com/ads/preferences/?entry_product=ad_settings_screen.

8) FINAL PROVISIONS

The Internet Service may contain links to other websites. The Administrator encourages users to familiarize themselves with the privacy policy established there after transitioning to other sites. This privacy policy applies only to the Internet Service of the Administrator.