

# Privacy Policy

This privacy policy contains information regarding the data processing of users of [kruko.io](https://kruko.io), [linkedin.com/company/kruko](https://linkedin.com/company/kruko), [instagram.com/kruko.io](https://instagram.com/kruko.io), and [facebook.com/kruko.io](https://facebook.com/kruko.io).

Your personal data will be administered by KRUKO Spółka z ograniczoną odpowiedzialnością, with its registered office in Rzeszów, 36 Tadeusza Rejtana St., Poland entered into the National Court Register maintained by the District Court in Rzeszów, XII Department KRS undernumber 0000856360, NIP: 8133843204, REGON: 386834039, tel. +48 17 283 15 00, e-mail: [kontakt@kruko.io](mailto:kontakt@kruko.io).

We use technologies, such as cookies, to collect and process personal information to personalize the content of advertisements displayed on other websites as well as to track the website traffic.

You can contact us via e-mail [kontakt@kruko.io](mailto:kontakt@kruko.io) or by phone (+48 17 283 15 00). Telephone assistance is available Monday to Friday from 10:00 to 16:00. KRUKO processes personal data collected via websites available at [kruko.io](https://kruko.io), [linkedin.com/company/kruko](https://linkedin.com/company/kruko), [instagram.com/kruko.io](https://instagram.com/kruko.io), [facebook.com/kruko.io](https://facebook.com/kruko.io). KRUKO processes this data for the purposes described below.

## I. Provide our services

We process your data while delivering a range of services offered through the Service, which include:

(a) Providing you with free trial access to the KRUKO system: For this purpose, we process the email address provided in the form. After the first session, if it has been discontinued, we will send you a link through which you can obtain free trial access to the KRUKO system.

(b) Offering free demonstrations of the KRUKO system's functionality: To ensure a seamless experience, we process the email address provided in the form to send you a reminder about the upcoming date of the free

presentation.

We may record the presentation (audio/video recording) and collect your facial image and other provided data only if you have given us your consent. You can provide this consent by checking the appropriate field in the registration form for the functionality presentation

(c) We offer free access services that allow you to download publications available on the Service. To facilitate this, we will process the email address from the form and provide you with a link to download the free publication from KRUKO.

(d) For free registration services related to conferences and events organized by KRUKO, we process the email address provided in the form to provide you with event-related information. Additionally, we may use the phone number provided to confirm your attendance. Your data is processed in compliance with Article 6(1)(b) of the GDPR, which pertains to the performance of the contract signed with KRUKO, or taking actions before concluding a contract at your request.

Regarding the registration of your image and data presented during your conversation with the KRUKO consultant, the basis for processing is Article 6(1)(a) of the GDPR. This implies that your data is processed based on your consent to the processing of personal information.

## **II. Information about new KRUKO products and events**

Marketing of KRUKO's services

We may use your personal information to market KRUKO's products and events. When you fill in any of the forms available on our website, we might request personal information to suit your interests in our services. The data collected may include:

- First and last name
- Company name
- Position
- Email address
- Telephone number

Please note that the above-mentioned data may be used for profiling purposes in connection with KRUKO's marketing efforts.

We use the e-mail address you provide in the form to send you information about products and events organized by KRUKO. Due to your consent, Kruko can send you commercial information through one of the forms.

We use your telephone number to contact you by phone to introduce you to KRUKO's offerings if you have consented to this by checking the appropriate box in one of the forms provided on the website.

Providing the above data and consenting to KRUKO's commercial information and contact from KRUKO consultants is voluntary, but is a condition for using KRUKO's free services offered on the website.

If you subscribe to the newsletter based on the form available on the website, we use the e-mail address provided in the form to send you information about new products and events organized by KRUKO.

You may withdraw your consent at any time by sending a message to [kontakt@kruko.io](mailto:kontakt@kruko.io), or by clicking on the link provided in the message sent by KRUKO.

Notwithstanding the foregoing, for purposes of marketing, KRUKO may process your IP address and other data regarding your activity on the website – including data on the pages you visit, usage of particular services offered through the website and its features, as well as the time of your visit to particular subpages of the website. This data may be connected with your e-mail address via KRUKO.

In the cases described above, your data is processed based on Article 6(1)(f) GDPR – based on the legitimate interests of the administrator, mainly direct marketing of KRUKO's services.

### **III. Photos of conferences and events organized by KRUKO**

During conferences you attend in connection with a registration made on the website, KRUKO or KRUKO's service providers may take photographs and recordings that may include your facial image. The data collected in this way may be used by KRUKO as part of the conference photo published by KRUKO on the Service, as well as in social media, in particular on KRUKO's profile on Facebook, Instagram, and LinkedIn.

The basis for the processing of your data in this case is Article 6(1)(a) of the GDPR – this means that the data is processed based on your consent to the processing of your data.

Your consent to the processing of your data is necessary to register for a conference or event organized by KRUKO. You may withdraw your consent at any time by sending a message to [kontakt@kruko.io](mailto:kontakt@kruko.io).

### **Communication on the Service**

To respond to you via the contact form provided on the service, KRUKO may process your name, surname, and email address, as well as any other data you include in the message sent to us.

If you use the chat function available on the website with a KRUKO consultant through a service provided by our partners (listed and described in the following section), KRUKO may process any data you include in the content

of the messages sent to the KRUKO consultant.

If you have previously registered based on one of the forms provided on the service, the data provided as part of the contact form or chat may be combined with other data processed for marketing purposes. This allows us to learn more about your expectations.

Provision of any of the above data is voluntary, although it may be necessary to enable KRUKO to process your request.

In the above cases, your data is processed based on Article 6(1)(f) of the GDPR – based on the legitimate interests of the administrator, providing you with the information regarding KRUKO and the services offered, as well as KRUKO's marketing purposes.

## Your rights

You have special rights connected with the processing of your data. Any requests related to your rights can be reported to us via e-mail [kontakt@kruko.io](mailto:kontakt@kruko.io), postal mail (to the address: 36 Al. Rejtana St., 35-030 Rzeszów), or by phone, at +48 17 283 15 00. Contact the Data Protection Officer:: [iodo@kruko.io](mailto:iodo@kruko.io).

We want to secure your data properly, so we reserve the right to ask you additional questions to confirm your identity before carrying out your instructions.

You have the following rights:

1. Right to rectification. If you believe your data is inaccurate or incomplete, you may request that we make appropriate changes to your data.
2. Right to erasure. You can request to delete your data.
3. Right to limit processing. You can ask to limit the processing of your data;
4. Right to object. You may object to the processing of your data for reasons related to your particular situation. You have an absolute right to object to the processing of your data for direct marketing purposes, including direct marketing.
5. Right to withdraw consent. If you have given your consent to the processing of your data, you may withdraw it at any time.
6. Right to data portability. If it follows the law, you may request to return or transfer to a third party the data you have provided.

We make the utmost effort to provide you with the fullest protection of your data following applicable law. If you nevertheless believe that we are processing your data unlawfully, you have the right to file a complaint with the supervisory authority, which is the President of the Office for Personal Data Protection.

## **To whom do we transfer your data**

We will transfer your data to our service providers – entities that help us provide you with services, as well as entities that assist us in marketing activities.

In each case, the entrustment of your data to other entities will take place based on a personal data processing entrustment agreement compliant with GDPR. The entrustment of data does not relieve KRUKO of responsibility for its processing.

As some of KRUKO's service providers operate in the United States, your data may be transferred to this country. We will only transfer personal data to the United States to entities that guarantee standards of protection and have Privacy Shield certification, or based on other appropriate safeguards as referred to in Article 46 of the GDPR. You can learn more about Privacy Shield here ([English language page](#)).

We will also share your data with our employees and associates. In some cases, your data may also be transferred by KRUKO to public authorities.

## **How long do we keep your data**

We process your data collected through the service and processed in connection with the provision of electronic services for 3 months after the termination of the services, and for a longer period – to the extent that the data is processed for other purposes, including the marketing of KRUKO services.

We retain your data collected through the Service and processed for marketing purposes until you object to its processing.

We store personal data and other information sent by you in the course of communication with a KRUKO consultant regarding the service within the chat application implemented on the service, as well as data sent within the contact form, for 6 months. At the same time, we store the data collected during the recorded conversations with the KRUKO consultant, if you have agreed to record them.

We store data collected in connection with your participation in a conference or event organized by KRUKO, including an image of your face, until you withdraw your consent to its processing.

## **Changes to the Privacy Policy**

We may need to make changes to our privacy policy. If there is a change to the privacy policy we will inform you. This privacy policy is effective as of 05/20/2024.