

WEBSITE AND COOKIES PRIVACY POLICY

In accordance with the provisions of the General Data Protection Regulation of 27 April 2016 (hereinafter referred to as "GDPR"), we would like to inform that:

The Controller of your personal data is Park Wodny w Krakowie S.A. (Aquapark in Kraków) (hereinafter referred to as the "Controller"), address: ul. Dobrego Pasterza 126, 31-416 Kraków, tel.: 12 61 63 190,- 191, e-mail: biuro@parkwodny.pl. The Controller has appointed a Data Protection Officer whom you may contact if you have any questions or complaints regarding the processing of your personal data and your rights under data protection provisions: Elżbieta Kruk; e-mail: inspektor@parkwodny.pl

The Controller shall make every effort to ensure that anyone who wishes to visit its websites can fully understand how to protect their privacy.

Therefore, prior to using www.ParkWodny.pl and www.ParkWodny.pl/fitpark portals, which are run to present the Controller's business operations, facilitate interaction with it and use its services, it is recommended to read and understand the following Privacy Policy.

SCOPE AND METHODS OF DATA COLLECTION

Data are collected in the following main scopes:

1. As part of establishing communication via contact/communication forms on our websites.

Data such as **the IP address** (every computer connected to the Internet is identified by a unique number, i.e. the IP address, used to identify, among other things, the country from which a given user accesses the Internet), first name, surname, telephone number or email address are used in order to respond, to take appropriate measures in response to the enquiry or comment you are expecting to be answered.

The legal basis may depend on the scope and purpose of the communication established:

Article 6(1)(a) of the GDPR - informed consent to the processing of your personal data (for marketing purposes),

Article 6(1)(b) of the GDPR - to execute or perform the agreement,

Article 6(1)(c) of the GDPR - by virtue of law (or by virtue of specific law, e.g. handling complaints),

Article 6(1)(f) of the GDPR - legitimate interest of the Personal Data Controller (PDC).

2. As part of the marketing of our online services, in a process governed by the separate terms and conditions and information on the processing of your personal data, facilitated by third parties and their services.

Access/link: <https://www.parkwodny.pl/regulamin-sprzedazy-online/>

3. As part of the booking panel for classes in the FitPark Club Customer Area through activation of your account. The scope of data is registered to set up your user account:

- email and full name.

The user can use the account to book services in the FitPark Club on selected dates. The data processed include:

- email,
- pass No.,
- type of service,
- booking and performance date,
- validity period of the FitPark Club Card.

This scope of customer service is governed by separate rules and regulations.

Access/link: <https://fitpark.com.pl/strefaklienta/index.php>

Cookies policy for the websites owned by Aquapark in Kraków

The Controller shall guarantee to users of its websites the right to choose the extent of sharing information that concerns them.

The Controller uses cookies (i.e. text files, so-called “cookies”) and other related technologies on its websites to record data concerning which websites the user has visited and what was the user's activity on those websites.

The extent of data processing in this area can be limited by the user by selecting the appropriate setting before using the websites.

We have categorised the types of Cookies into 3 groups:

- a) essential Cookies,
- b) advertising Cookies,
- c) analytics Cookies,

Cookies marked by “a)” will always be processed if the user decides to enter our websites, as they are essential for the website's proper operation.

Data is processed on the basis of Article 6(1)(f) of the GDPR - as a legitimate interest of the PDC; it is necessary to grant informed consent here due to legal provisions in the area of telecommunications law and the Act on Providing Services by Electronic Means. The remaining groups of data: b), c) may only be processed if the user consents to their processing; the absence of consent does not prevent access to our website, it merely limits the data processing.

The processing of this type of data is therefore based on the user's informed consent, given by checking the check boxes pertaining to the abovementioned data - Article 6(1)(a) of the GDPR.

The extent of the data processed in b) and c) constitutes a form of an automated profiling that results in selection of the personalised ads for the user.

This consent can be withdrawn at any time by ticking the appropriate check boxes. This can be done by selecting the “Manage cookies” tab in the so-called Footer menu, which can be found at the bottom of the website content. We record the history of the user's consent and its withdrawal.

Why and how do we use cookies?

By tracking cookies, we can analyse the effectiveness of our advertising and content marketing activities. We use the following tools: Google Ads, Google Analytics, Google, YouTube - by using these tools we track user information in accordance with Google Privacy Policy: https://www.google.com/intl/pl_pl/policies/technologies/cookies/

We also use Facebook Ads, tracking is performed in accordance with the rules outlined in Meta Product Privacy Policy: <https://www.facebook.com/help/cookies/>

By using Google Analytics software, the website places a counting code on the user's hardware to collect user data. Please be informed that the data is tracked under the agreement with GOOGLE Inc. and that we use a mechanism to anonymise the user's IP number. The user can object to the data collection by the Google Analytics software. The user can also change the browser settings at any time.

The data may also be used for purposes such as demographic reports, remarketing/retargeting and tracking activity on the website: scrolling, copying elements on the website, periods of activity and individual website editing events. Data is collected anonymously.

We include the videos from Youtube in our website. For this purpose, a link to YouTube is placed in the relevant sections and pages. YouTube tracks the viewing of videos. The tracking is performed in accordance to the privacy policy, which is available at <https://support.google.com/youtube/answer/10364219?hl=pl>

Data tracking can be disabled at the following link prepared by Google: <https://tools.google.com/dlpage/gaoptout/>

Most browsers allow users to control cookies in their "preferences" setting. Limiting the websites' ability to use cookies may worsen the overall user experience.

Cookies are used to customise the content of ads to your preferences. We also use Google Ads enhanced conversions, which send encrypted specific customer data to the advertising system.

Freedom to provide data:

The provision of personal data is voluntary, yet failure to do so may result in us not being able to contact you through the websites, or being unable to electronically transmit marketing messages.

Information on the categories of recipients of personal data:

Your personal data may be shared with:

- employees and collaborators authorised to process personal data in connection with the performance of their duties or tasks assigned.
- entities of your choosing that facilitate the use of the Controller's services,
- entities rendering external services to the Controller, but only under appropriate authorisations (in particular, providers of ICT services, hosting, marketing tools, online payment services, digital platforms),
- entities authorised by law.

Period for which personal your data will be kept:

The Controller shall process your personal data for the time required to provide the services you have selected in accordance with the agreement and it shall keep your personal data for the period required by applicable legal provisions for the purposes of archiving, complying with applicable accounting and tax regulations and resolving mutual claims, if any.

Data processed on the basis of consents given shall be processed for the purposes for which they were given until they are withdrawn.

The rights of data subjects:

You have the right of access your data, to rectify inaccurate data, correct incomplete data, delete data (upon the lapse of the legally stipulated data retention period), limit the processing and to transfer data provided to the Controller.

If your personal data is processed on the basis of your consent, you shall have the right to withdraw it at any time, and in the case of processing on the basis of the legitimate interests of the Personal Data Controller, you shall have the right to object to such processing.

You have the right to lodge a complaint with the supervisory authority (President of the Personal Data Protection Office).