



**PRIVACY POLICY OF THE EUOPHARMA ALLIANCE SP. Z O.O.
WEBSITE
(EUOPHARMA ALLIANCE WEBSITE)**

I. GENERAL PROVISIONS

1. The Privacy Policy of the EUOPHARMA ALLIANCE SP. Z O.O. Website (hereinafter: "EUOPHARMA ALLIANCE Website") is for information purposes only and does not constitute a source of obligations for Visitors.
2. The Controller of personal data processed via the EUOPHARMA ALLIANCE Website is **EUOPHARMA ALLIANCE spółka z ograniczoną odpowiedzialnością** with its registered office in Rzeplin at al. LED 1, 55-020 Rzeplin, entered into the Register of Entrepreneurs of the National Court Register by the District Court for Wrocław-Fabryczna in Wrocław, 6th Commercial Division of the National Court Register under KRS number 0000286948, NIP 8942915092, e-mail: office@pharmaalliance.eu, hereinafter referred to as the "**Controller**".
3. Personal data of the Visitor who disclosed it by accessing the EuroPharma Alliance Website or entering it on the Website pages are collected and processed in accordance with applicable legal regulations, in particular with the General Data Protection Regulation (GDPR), including the Corrigendum of May 23, 2018 (OJ L 127, p. 2) and the Corrigendum of March 4, 2021 (OJ L 74, p. 35), as well as the Personal Data Protection Act of May 10, 2018.
4. The Controller processes Visitor data including: e-mail address, IP address, domain name, browser type, operating system type, and other data disclosed by the Visitor at their discretion by entering it on the EuroPharma Alliance Website (e.g., name, surname, company name, telephone number).
5. The Controller specifically processes the e-mail address provided by the Visitor for the purposes indicated in Art. III below, including sending direct marketing information regarding products or services of the Controller or third parties, including entities affiliated with the Controller. By entering personal data, including the e-mail address, into the field marked "e-mail" on the EuroPharma Alliance Website, the Visitor consents to the processing of their personal data. Providing data is voluntary but necessary to receive commercial and marketing information.
6. The Controller processes Visitor data based on a legal basis and in accordance with the law, reliably, fairly, and transparently, for specific purposes and not "in advance," no more than necessary and no longer than necessary, ensuring data accuracy and security.
7. The term "EuroPharma Alliance Website" refers to a collection of websites and other documents made available on the Internet for the purpose of presenting goods and services of EuroPharma Alliance sp. z o.o., conducting marketing activities, establishing contacts with parties interested in cooperation, or for the proper performance of contractual obligations.

II. VISITOR STATUS AND TYPE OF DATA COLLECTED

1. A Visitor is any person browsing the EuroPharma Alliance Website.
2. While browsing, data regarding the Visitor is collected automatically (IP address, domain name, browser type, operating system). This data may be collected via Cookies. Detailed issues regarding Cookies are specified in the Cookie Policy in Art. VIII below.
3. The Controller also processes anonymized operational data (IP, domain) to generate statistics for website administration. This data is aggregate and anonymous and is not disclosed to third parties.



4. For statistical purposes, the Website is integrated with its own statistics system and Google Analytics.

III. PURPOSE AND GROUNDS FOR PROCESSING PERSONAL DATA

The Controller processes personal data because it is necessary to:

- Take actions necessary before concluding a contract or performing a concluded contract, including the implementation of cooperation or sale of goods, delivery, or provision of services (basis: Art. 6(1)(b) GDPR);
- For archiving purposes to secure information in case of a legal need to prove facts, which is a legitimate interest of the Controller (basis: Art. 6(1)(f) GDPR);
- For the possible establishment, exercise, or defense of legal claims (basis: Art. 6(1)(f) GDPR);
- To perform legal obligations resulting from tax and treasury regulations (basis: Art. 6(1)(f) GDPR);
- To conduct customer satisfaction surveys and determine the quality of service (basis: Art. 6(1)(f) GDPR);
- For direct marketing of products and services of the Controller or third parties (basis: Art. 6(1)(f) GDPR).

IV. VOLUNTARY PROVISION OF DATA

By accessing the Website and clicking "I agree," the Visitor gives voluntary consent to the processing of data. Providing data is voluntary but may be necessary for the proper display of the Website and contact with the Controller.

V. TRANSFER OF PERSONAL DATA

1. The Controller may transfer data to:
 - Entities providing telecommunications, IT, legal, financial, tax, and accounting services;
 - Entities involved in contract performance, including affiliated entities;
 - Marketing service providers;
 - Law enforcement, judicial, and public administration authorities.
2. The Controller does not transfer personal data outside the EU/EEA or to international organizations.

VI. DATA RETENTION PERIOD

Visitor data is processed for the period necessary to protect the Controller's rights and claims.

VII. VISITOR RIGHTS

1. Visitors have the right to:
 - Access and receive a copy of their data;
 - Rectify (correct) data;
 - Erase data;
 - Restrict processing;
 - Object to processing;
 - Data portability;
 - Lodge a complaint with the President of the Personal Data Protection Office (UODO);
 - Withdraw consent at any time.
2. Requests can be submitted in writing, via e-mail, by phone (+48 717 259 066), or directly at the registered office.

VIII. COOKIE POLICY

1. Cookies are small text files stored on the Visitor's end device (e.g., hard drive, smartphone).
2. Consent for Cookies is voluntary but may be necessary to use the Website.
3. Purpose of Cookies:
 - Enabling basic functionalities (security, correct display);
 - Personalization (language, region, font size);
 - Anonymous statistics (user behavior, error messages).

4. Visitors can manage or disable Cookies via their browser settings. This may affect some website functionalities.
5. Specific instructions for popular browsers (Internet Explorer, Firefox, Opera, Chrome, Safari) are available in their respective help sections.

IX. FINAL PROVISIONS

1. This Privacy Policy is governed by Polish substantive and procedural law.
2. The Controller uses technical measures (e.g., SSL certificate) to prevent unauthorized access or modification of data.
3. The Website may contain links to external sites; the Controller recommends reading their respective privacy policies.
4. External providers' privacy information:
 - a) Google – <https://www.google.pl/intl/pl/policies>
 - b) Google AdWords
 - c) Google analytics
 - d) Google tag manager
 - e) Youtube
 - f) Webflow
 - g) Loudflare
 - h) Hubspot.