

Privacy Policy

This Privacy Policy sets out the basic principles of data protection applicable in Blue Media, as well as the rules for storage and access to information stored on User Devices in the form of Cookies.

I. Definitions:

1. **Blue Media** - Blue Media Spółka Akcyjna (joint stock company) with its legal seat in Sopot, ul. Powstańców Warszawy 6, registered with the District Court for Gdańsk-Północ, VIII Commercial Division of the National Court Register under the number KRS 0000320590, with a share capital of 2,000,000 PLN (paid in full), NIP (TAX IDENTIFICATION NUMBER): 585-13-51-185; Blue Media is also registered in the registry of payment service providers under the number IP17/2013.
2. **Cookies** - Computer data, in particular small text files saved and stored on Device used by the User to access the Website.
3. **Website** - website or application through which Blue Media services are provided to User electronically.
4. **Device** - telecommunication terminal device, through which the User gains access to the Website.
5. **User** - the recipient of the services provided through the Website.

II. Cookies:

1. Blue Media informs that it uses Cookies and similar technologies to store information or gain access to information stored on the Device that the User uses to access the Website.
2. Cookies used by Blue Media are safe for the Device of the User, in particular, they are not viruses or other unwanted software. Cookies do not allow to download any personal data or any confidential information from the Device of the User.
3. Cookies allow to create a more customized Website experience for each User. Cookies contain the name of the domain they come from, the period of time they are stored on the Device, and an assigned value.
4. The type and expiry date of Cookies used by Blue Media depends on the specifics of the Website and the services provided through the Website.
5. Depending on the amount of time that Cookie files are to be stored on the Device, Cookies used on the Website can be divided into:
 - a. **Session Cookies:** Cookies stored on the Device and erased when the User closes the Web browser session. Any information stored with Session Cookies is not retained after the browser is closed.
 - b. **Persistent Cookies:** Cookies stored on the Device and erased when they expire or when the User deletes them. Ending browser session or switching off the Device will not delete them from the Device.
6. Depending on their origin, Cookies used on the Website can be divided into:
 - a. **First-Party Cookies:** Cookies stored directly by Blue Media,
 - a. **Third-Party Cookies:** Cookies stored by third parties whose components are used by Blue Media on the Website (e.g. Google Analytics, Gemius SA, Crazy Egg).
7. Blue Media uses Cookies, among others, for the following purposes:
 - a. for the configuration of the Website, including customization of its content or functionality to individual preferences of Users, and optimization the Website,
 - a. for User authentication and management of User sessions (after logging in), so that the User does not have to re-enter login and password on every page of the Website,
 - b. to create anonymous statistics that allow us to analyse User browsing habits on the Website, which allows you to enhance its structure and content,

- c. to obtain information about how the User reached the Website (e.g. a banner ad that appears on a third-party website, Google AdWords), e) optimization advertising and services displayed on the Website,
 - d. to ensure security and reliability of the Website.
8. The use of Cookies to store information or gain access to information stored on the Device used by User to access the Website, is permitted provided that the User has given prior consent to such action.
 9. User of the Website can express the consent referred to in paragraph 8 using the settings of the software used by the User to access the Website, e.g. settings of the web browser.
 10. User of the Website can refuse or revoke the consent at any time by changing the settings of the software used by him to access the Website (detailed instructions for disabling Cookies are available in the settings section of the web browser).
 11. In many cases, the software allowing the use of the Website (e.g. web browsers) may, by default, allow handling and storage of Cookies on Devices of Users. Users of the Website should check the settings of the software used to access the Website and make the necessary adjustment of these settings. In particular, the User can adjust the software settings to automatically refuse Cookies.
 12. Consent of the User of the Website to such settings of the software that accept Cookies is tantamount to granting permission to use of Cookies by the Website for the purposes specified in this Privacy Policy, and within the meaning of the Telecommunications Law of 16 July 2004 (Journal of Laws no. 173, item 2). In such a case, Blue Media will be entitled to use Cookies and similar technologies to store information or gain access to information stored on the Device.
 13. Blue Media informs that rejecting Cookies by the User could affect the availability and functionality of the Website.

III. Data protection and security

1. When Blue Media, through the Website, gets access to personal information of the User, provisions of this Chapter III shall apply.
2. Blue Media protects the privacy of users - with special technological and procedural measures we guarantee Users the security of any transferred personal data.
3. Personal data of Users are used for purposes related to the provision of the services offered on the Website or the organization of promotional campaigns (e.g. contests, sweepstakes) and to meet the obligations resulting from the generally applicable legislation.
4. User data are processed as required by law, in particular in accordance with the Act of August 29, 1997 on the Protection of Personal Data ("Act") and its implementing legislation.
5. Blue Media declares that it has the necessary systems and applies appropriate security procedures to prevent disclosure of personal information to unauthorized persons, access by an unauthorized persons, processing with the violation of the Act, and change, loss, damage or destruction in accordance with the Regulation of the Minister of Internal Affairs and Administration of 29 April 2004 on personal data processing, and technological and organizational conditions which shall be met by devices and IT systems used for personal data processing.
6. All data and information provided by the Users are protected using the latest technologies in accordance with applicable legal standards, safety requirements and rules of confidentiality. All personal data transferred from the Device to the Website is encrypted (e.g. using 128-bit Secure Sockets Layer (SSL) encryption or 256-bit Transport Layer Security (TLS) encryption).
7. Services provided by Blue Media through the Website meet the requirements of the Act of 18 July 2002 on electronic services, in particular in accordance with its reservations concerning the transfer of commercial information with the use of personal

data provided by the Users of the Website. This service is also provided in accordance with applicable legislation related to the specifics of the service.

IV. Unsolicited commercial communications

1. Blue Media does not transmit any unsolicited commercial communication to Users.
2. Personal data will be used to transmit commercial information from Blue Media and its partners only if the User expresses consent to the use of personal data for marketing purposes or consent to use the Device for direct marketing purposes.
3. Blue Media complies with the legal requirements for the transmission of **commercial communications**, in particular with the Act of 18 July 2002 on electronic services.
4. Blue Media complies with the requirement to obtain prior consent of the User to transmit any commercial information from Blue Media (or its partners) to the Device of the User (pursuant to art. 172 of Telecommunications Law of 16 July 2014).

V. Data security tips:

1. If you have any doubts about the authenticity of email received from Blue Media, please contact us to verify that the message actually came from Blue Media. Contact telephone number is available on the Website.
2. Simple language errors in the received message and suspicious sentence structure should be a warning for the User.
3. Check the address bar of your browser. The address of the Website should always begin with "https://" instead of "http://" ("s" means that the connection is encrypted, or secure).
4. Users should not provide any third party access to their Website login credentials (login and password). Blue Media never asks its Users to provide their access data to an account on the Website. Any requests for such information should be ignored. If you receive a request to provide data access, please contact Blue Media immediately by phone.
5. The Website contains links (e.g. in the form of logos of third parties), which redirect the viewer of the service to an external website. Blue Media is not responsible for the content of the privacy policy applicable to these websites, nor for their use of Cookies. Blue Media encourages users using this type of links to familiarize with the content of relevant documents applicable in such third-party Websites.

Blue Media reserves the right to make changes or additions to this Privacy Policy. Any such changes will be published on the Website in the "Privacy Policy" section, therefore Blue Media recommends that current Users visiting the Website and monitor the page for changes governing the use of the Website.