



Ultra-Viol sp.j. Pietras, Purgał, Wójcik
ul. Stępowizna 34, 95-100 Zgierz, Poland
Tax id. no. (NIP): 727-002-19-03, business
id. no. (REGON) 470762770
KRS no. 0000076803

Contact:
tel. 0048 42 717 11 76, 48 601 94 76 67
fax 0048 42 715 02 16, e-mail:
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www.ultraviol.pl, www.ultraviolsklep.pl

Privacy Policy of the Ultra-Viol website operating under the ultraviol.pl domain

| GDPR Information Clause |

Personal Data Controller:

Ultra-Viol sp.j. Pietras, Purgał, Wójcik
ul. Stępowizna 34, 95-100, Zgierz

The purpose of this document is to provide information on how we handle your data in connection with your use of the Ultra-Viol website and to familiarise you with your rights in connection therewith, including the fulfilment of the information obligation under the General Data Protection Regulation (GDPR). You will also find here other information important from a privacy perspective, such as how we use cookies, logs and links to other websites.

Therefore, you will learn from this Privacy Policy:

- I. What do concepts used by the Privacy Policy mean?
- II. Who is the Controller of your personal data and how can you contact it?
- III. What personal data are processed by us on a case-by-case basis, do you have to provide them, what is the purpose and legal basis for the processing and how long are they stored?
 1. Personal data when using the contact form
 2. Personal data in the case of contact other than via the form
 3. Personal data in the case of the execution of an agreement (including orders for medical equipment from the order tab and rental of the Fotovita lamp)
 4. Personal data in the case of ordering commercial information
- IV. Who are recipients of your data?
- V. What rights do you have in relation to our processing of your personal data?
- VI. What technical and organisational measures do we take to protect your data?
- VII. Cookie Policy
 1. What are cookies and for what purposes are they used?
 2. What files and for what purposes does our Website use?
 3. How to disable cookies?
- VIII. What are server logs and how do we use them?
- IX. What are the privacy rules when clicking on the link? (links)
- I. What do concepts used by the Privacy Policy mean?**



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The website is the Ultra-Viol website operating under the Ultraviol.pl domain, run by Ultra-Viol sp.j. Pietras, Purgał, Wójcik, ul. Stępowizna 34, 95-100 Zgierz.

The **GDPR** is the abbreviated name of the EU legal act regulating issues related to the protection of personal data of natural persons. Its full name is 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). For practical reasons, we will use the GDPR abbreviated form in this Privacy Policy.

Your **personal data** are all information about you if we may identify you in some way. In particular, they will include an e-mail address that you provide by sending a message via the contact form (if it contains data that allow your identification), but also information about the address for sending the products ordered or the phone number provided voluntarily. In our company, we make every effort to protect such data in compliance with the provisions of the GDPR.

Processing may be any operation that may be performed on data, even their simple storage on a disk. We process them only to the extent necessary to achieve the goal connected with our relationship. All purposes of personal data processing related to the Website are described in this Privacy Policy to ensure full transparency of the processing.

The Controller of personal data is the entity that determines the purposes and means of processing, i.e. what will happen to the data and how the data will be processed. As the Controller of your personal data, we process them only in accordance with the purposes for which they have been collected.

The agreement will be a sale agreement made as a result of the submission by you of an order, but also an agreement for the provision of services by electronic means, i.e. the use of a contact form or a lamp rental agreement.

The voluntary provision of personal data is the provision of data without the obligation resulting from the provisions of law.

II. Who is the Controller of your personal data and how can you contact it?

The Controller of your personal data is

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ul. Stępowizna 34, 95-100 Zgierz

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Tax id. no. (NIP): 7270021903

Business id. no. (REGON): 47076277000000

You may contact us, e.g. by writing at the following e-mail address: biuro@ultraviol.pl. In the further part of the Privacy Policy, when writing about Ultra-Viol as the Controller of your personal data, we will use the Controller abbreviated form.

III. What personal data are processed by us on a case-by-case basis, do you have to provide them, what is the purpose and legal basis for the processing and how long are they stored?

In all cases, data are processed on the basis of Article 6(1)(c) of the GDPR in order to fulfil the Controller's legal obligations, in particular those resulting from the GDPR, and stored as long as it results from the regulations. For this purpose, they may be disclosed to competent authorities and institutions.

1. Personal data when using the contact form

What data do we process and do you have to provide them?

When using the contact form, you provide:

- first and last name / company name
- phone number
- e-mail address
- message content

The submission of your e-mail address and message content is voluntary, but necessary for sending the message. Non-submission of data will result in the impossibility to use the form. The submission of other data is voluntary and is not necessary for sending the message, but it may be necessary to submit them or other data in relation to a specific issue for handling it. In such a case, we will inform you about the necessity to submit additional data for handling a given issue in response to your message.

When using the contact form, you may grant your consent to receiving commercial information. Granting the consent is voluntary and is not necessary for sending the message via the form. However, it is necessary for ordering commercial information.

Purposes and legal basis for processing and data storage period

We process these data **in order to contact you in connection with the issue presented in the message**. If the issue presented requires an exchange of messages or contact in another way indicated by you, the contact may go beyond one response. The legal basis for processing



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for this purpose is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the exchange by the Controller of correspondence in connection with business activities performed. In this respect, you have the right to object. Based on experience in relationships with clients, we process your data in such a case also **to archive** correspondence in case you would like to return to the issue after some time. The legal basis for processing for this purpose is also Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the archiving of correspondence conducted in connection with business activities performed. In this respect, you have the right to object.

Your data are finally processed for the purposes of the determination and pursue of claims and defence against them. The legal basis in the case of processing **for the purposes of the determination and pursue of claims and defence against them** is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the determination and pursue of claims and defence against them. In connection with the processing of your data on this basis, you have the right to object.

If the contact results in the execution of an agreement with us, in particular the sale of our products or rental of lamps, the purpose of processing may be, as a consequence, the execution and performance of an agreement. We discuss this case in point 3.

Your data will be processed in the case of contact with us for the time of correspondence and then for archiving purposes for a period appropriate in a given case, but not longer than one and a half years from the date of the last contact and for the purposes of the determination and pursue of claims and defence against them for a period resulting from limitation periods specified in the applicable provisions.

2. Personal data in the case of contact other than via the form

What data do we process and do you have to provide them?

If you contact us by phone, e-mail, fax or traditional mail (without using the form on our website), we will process only data you submit to us or presented to us due to the specific nature of the means of communication (e.g. e-mail address) and the specific nature of a given issue submitted by you.

The submission of other data in a specific issue may be necessary to handle them. In such a case, we will inform you about the necessity to submit additional data for handling a given issue in response to your contact.



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Purposes and legal basis for processing and data storage period

We process your data in this case **in order to contact you in the issue presented**. If the issue presented requires an exchange of messages or longer contact in another way indicated by you, the contact may go beyond one response. The legal basis for processing for this purpose is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is to contact people interested in the Controller's activities. In this respect, you have the right to object. If the processing involves conducting correspondence, based on experience in relationships with clients, we process your data in such a case also **to archive correspondence** in case you would like to return to the issue after some time. The legal basis for processing for this purpose is also Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the archiving of correspondence conducted in connection with business activities performed. In this respect, you also have the right to object.

Your data are finally processed for the purposes of the determination and pursue of claims and defence against them. The legal basis in the case of processing **for the purposes of the determination and pursue of claims and defence against them** is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the determination and pursue of claims and defence against them. In connection with the processing of your data on this basis, you have the right to object.

If the contact results in the execution of an agreement with us, in particular the sale of our products or rental of lamps, the purpose of processing may be, as a consequence, the execution and performance of an agreement. We discuss this case in point 3.

Your data will be processed for the time of contact and then for archiving purposes for a period appropriate in a given case but not longer than one and a half years from the date of the last contact and for the purposes of the determination and pursue of claims and defence against them for a period resulting from limitation periods specified in the applicable provisions.

3. Personal data in the case of the execution of an agreement (including orders for medical equipment from the order and Fotovita lamp rental tab)

What data do we process and do you have to provide them?

If the purpose or consequence of contact with us is the execution of an agreement, including the order of medical equipment from the order or lamp rental tab, we will process data that will be presented to us due to the specific nature of a given means of communication (e.g. e-mail address), possibly data that you will provide to us as part of your contact and, above all, data necessary to make and perform a given agreement, in particular identification data, address



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data and contact details. The submission of data is voluntary, but failure to submit them will result in inability to make and perform an agreement (condition for making and performing an agreement).

Purposes and legal basis for processing and data storage period

We process your data **in order to make and perform an agreement**. The legal basis for processing for this purpose is Article 6(1)(b) of the GDPR (necessity to perform an agreement you make with us when placing an order).

We also process data **in order to fulfil our legal obligations**, in particular to issue and store accounting documents, to process complaints and withdrawals from the agreement or to fulfil purposes resulting from the personal data protection law. The legal basis for processing for this purpose is Article 6(1)(c) of the GDPR (necessity of processing to perform legal obligations imposed on the controller) in connection with other provisions of law, in particular civil law, tax law or the GDPR. Additionally, if products purchased by you are medical devices within the meaning of the Polish Act on medical devices, and you are service providers or distributors, we process your data on the same legal basis **in order to maintain the list referred to in Article 13(3) of the said Act**.

In order to facilitate the issue of accounting documents, we also process data provided by you in publicly available registers by automatic supplementation of information about the contractor within the issue of accounting documents in the accounting programme. The basis for processing is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is to facilitate the order execution process. In this respect, you have the right to object.

Finally, your data are processed for the purposes of **the determination and pursue of claims related to the agreement made and defence against them**, e.g. claims for the payment of the price, as well as for the purpose of examining your satisfaction with the product or service sold by sending a question or a survey. The legal basis for processing for these purposes is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the determination and pursue of claims and defence against them as well as the examination of the customer satisfaction. In this respect, you have the right to object.

Your data are processed for the duration of the agreement in order to perform it and during the examination of complaints and withdrawals in order to consider them. After the completion or the examination, data are processed for the period resulting from limitation periods specified in the applicable provisions, in order to fulfil our legal obligations, such as storing accounting documents or keeping the list referred to in Article 13(3) of the Polish Act on medical devices,



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for the period specified in the relevant provisions and in order to examine the customer satisfaction for the duration of storage for other purposes.

4. Personal data in the case of ordering commercial information

What data do we process and do you have to provide them?

When using the contact form, you may grant your consent to receiving commercial information from us in accordance with the Regulations by ticking an appropriate box. Granting consent to commercial information is not necessary for sending the message via the form, but failure to grant it will result in inability to send or transmit you commercial information.

Depending on the option selected, we process your e-mail address or phone number provided as part of completing the form, at which you have granted relevant consent. We do not sell your data to anyone, and the information sent relates only to our business activities.

Purposes and legal basis for processing and data storage period

If you grant your consent to receiving commercial information, your data are processed for the **purpose of sending or providing commercial information in accordance with the Regulations**. The legal basis for processing is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is direct marketing. In connection with the processing of your data on this basis, you have the right to object.

We also process your data **in order to fulfil our legal obligations**, in particular those resulting from the personal data protection law, the telecommunications law or the Polish Act on the provision of services by electronic means. The legal basis for processing for this purpose is Article 6(1)(c) of the GDPR in connection with other provisions of law.

Your data are finally processed for the purposes of the determination and pursue of claims and defence against them. The legal basis in the case of processing **for the purposes of the determination and pursue of claims and defence against them** is Article 6(1)(f) of the GDPR (legally justified interest of the controller). This interest is the determination and pursue of claims and defence against them. In connection with the processing of your data on this basis, you have the right to object.

Your data are processed for the purpose of sending or transmitting commercial information until you opt out of receiving them. After your resignation, your data are processed for the purpose of the determination and pursue of claims and defence against them for the period resulting from limitation periods specified in the applicable provisions and for the purpose of the performance of our legal obligations for the period resulting from the relevant provisions.



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IV. Who are recipients of your personal data?

Entities that help us achieve the purposes indicated have or may have access to your data only to the extent necessary to achieve them. They are:

- our employees
- IT specialists and service technicians who take care of technical aspects of the processing
- entity providing hosting services (in the case of using the contact form, e-mail contact and placing e-mail orders)
- accounting office (in the case when accounting responsibilities arise)
- courier company (in the case of necessity to send the goods ordered)
- debt collection company (in the case of pursuing claims)
- entities conducting legal activities (in the case of the determination and pursue of claims and defence against them or the necessity to support us in connection with the performance of legal obligations, including those resulting from the provisions on the protection of personal data)

V. What rights do you have in relation to our processing of your personal data?

- Right to access data (Article 15 of the GDPR)

You may obtain the confirmation whether we process your data. If yes, you may obtain from us access to them and to the information referred to in Article 15(1) and (2) of the GDPR. At your request, we may also submit a copy of your data referred to in section 3 of the same Article.

- Right to rectify data (Article 16 of the GDPR)

You may request the rectification of data that are inaccurate. In some cases, you also have the right to request the completion of incomplete personal data in accordance with Article 16 of the GDPR.

- Right to delete data – the ‘right to be forgotten’ (Article 17 of the GDPR)

You may request immediate deletion of your data under the conditions set out in Article 17 of the GDPR, in particular when the data are no longer necessary for the purposes for which they have been collected or otherwise processed. However, please note that the right to be forgotten does not apply in the scope in which the processing is necessary, for example, for the determination and pursue of claims and defence against them.

- Right to restrict the processing (Article 18 of the GDPR)



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This right means that you may request marking your data in order to limit their future processing in special cases specified in Article 18 of the GDPR. One example is the case when you question the correctness of data – then the restriction is applied for a period allowing us to check their correctness. The second example important for you is the situation in which we no longer need your data, but you need them for the purposes of the determination and pursue of claims and defence against them.

- Right to transfer data (Article 20 of the GDPR)

If we process your data on the basis of your consent or agreement or if the processing is carried out by automated means, you have the right to receive from us, e.g. in a PDF file, the personal data you have provided to us. You have the right to send them to another controller, as well as to request us to send them to it. The details are specified in Article 20 of the GDPR.

- Right to object (Article 21 of the GDPR)

You have the right to object if the processing is based on the necessity to process data for the purposes resulting from the Controller's legitimate interests. Once the objection has been raised, we are no longer allowed to process these data unless we demonstrate that there are valid legitimate grounds overriding your interests, rights and freedoms or grounds for the determination, pursue or defence of claims. The right to object is specified in Article 21 of the GDPR.

- Right to withdraw consent (Article 7(3))

If processing is based on consent, you have the right to withdraw your consent without affecting the lawfulness of processing carried out on the basis of the consent before its withdrawal.

- Right to lodge a complaint with the supervisory authority (Article 77 of the GDPR)

If you are of the opinion that the processing of your personal data violates the GDPR, you have the right to lodge a complaint with the supervisory authority pursuant to Article 77 of the GDPR.

VI. What technical and organisational measures do we take to protect your data?

In order to ensure the highest level of protection of your personal data, we apply a number of measures to preserve their confidentiality, integrity and lawful processing. These measures include in particular:

- use of the SSL certificate encrypting the connection through which you send us your data
- training for our employees in the scope of personal data protection law and obliging them to keep your data secret



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- careful selection of people and partners involved in the processing of your data
- application of the method of granting rights in the system, establishing different levels of access to data
- implementation and application of processing policies and instructions, providing for appropriate organisation of processing, including regular change of passwords to programmes used to process your data
- physical protection, including the system of doors and bars
- regular data backup and application of antivirus software.

VII. Cookie Policy

1. What are cookies and for what purposes are they used?

When you use the Website, the Website automatically saves IT data, called cookies, on the device you use to browse it. They are short text files containing, for example, the name of the Website, time of their storage on your device and number identifying the browser which you use to browse our Website. When you use the Website, the Website reads information contained in the file, due to which it is able to ensure that you may use its functionalities and our partners' services or it is able to provide us with information important for its functioning. The best example illustrating the operation of cookies is the example of a shopping cart. By adding a product to the cart in an online store, the store saves an appropriate 'cookie' on your device. Once you leave the website and re-enter it, you will still be able to find the product in the cart. This is because the store has automatically read the information from your device about the product added.

2. What files and for what purposes does our Website use?

We may divide cookies used on our Website into our own and third-party cookies. Own cookies are those placed on your devices by us. Third-party cookies are those placed on your devices by our partners, e.g. Hotjar providing us with analytical tools. We do not use data collected in cookies for your identification, but our partners may combine them with data which you have provided to them or which they have obtained during your use of their services.

- Own cookies

Necessary cookies

We place on your devices and then read cookies necessary for the proper functioning of the website.

- Third-party cookies

Analytical and marketing cookies



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a) Hotjar

Based on the legitimate interest, i.e. the possibility to improve own websites, we use the **Hotjar** tool, which allows us to better understand the functioning of the Website by analysing your behaviour on the basis of heat maps generated by Hotjar.

The service is provided by:

Hotjar Ltd, Level 2
St Julians Business Centre,
3, Elia Zammit Street
St Julians STJ 1000, Malta, Europe
+1 (855) 464-6788
support@hotjar.com

A heat map is a graphic representation of the activity of a group of users of an anonymous statistical nature, showing in particular which area of the Website was most frequently clicked or covered with a mouse cursor. We analyse heat maps in order to improve the functioning of our website for you. The service uses a script and cookies to collect data on users' behaviour and devices (in particular the IP of devices obtained and stored only in an anonymised form, size of the device screen, its type, including identifier, operating system, information about browser, location (country), preferred language of the website display, movements, location and clicks of a mouse, address of the website from which the entry took place, visited pages, date and time of entry). Hotjar stores these data in a pseudonymised user profile. The information collected in this way is saved on the Hotjar server and stored until the end of the session or for a maximum of 365 days. Neither we nor Hotjar according to its declaration uses this information to identify you as individual users or to combine it with any other data. To learn more, we encourage you to read the Hotjar privacy policy available here:

<https://www.hotjar.com/legal/policies/privacy>

and a broader description of the service operation, available here:

<https://help.hotjar.com/hc/en-us/categories/n5001323967-About-Hotjar>

You may resign from creating a user profile, storing by Hotjar data on your use of the website and the use of cookies tracking your behaviour also on other websites, by using this link:

<https://www.hotjar.com/legal/compliance/opt-out>

b) Google Analytics



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Based on the legitimate interest, i.e. the possibility to improve own websites and marketing of own products, we use the **Google Analytics** tool for analytical and marketing purposes.

The service is provided by:

Google LLC ('Google')
1600 Amphitheatre Parkway
Mountain View
CA 94043, USA.

Google registered office and technical infrastructure are located in the USA, which means data flow to a country outside the European Economic Area. Google, however, joined the Privacy Shield, a programme adopted by the European Commission decision, which consists of a number of principles aimed at ensuring effective protection of privacy.

Google Analytics saves on your device cookies which allow reporting your interaction on our Website, due to which we are able to improve it, e.g. by correcting locations where users resign from further viewing. **Thanks to the combination of Google Analytics and Google Adwords**, we use the collected information **also for marketing purposes**, including for optimisation of advertising campaigns or remarketing. It consists in making an automatic decision to display our advertisements in Google ads to browsers or users that have been on our website. An automatic decision results in displaying or not displaying the advertisement.

You may find information about the storage time of cookies here:

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage?hl=pl>

We do not use the information collected for your identification. We have enabled the option masking your IP, due to which the IP address is anonymised by shortening it before information is sent to Google servers. Sending your whole IP address to Google servers takes place only in exceptional situations.

You may opt out from saving Google Analytics cookies by installing in your browser an appropriate add-on, about which you may read here:

<https://support.google.com/analytics/answer/181881>

You may also opt out from using the information collected for remarketing by setting advertisements according to your preferences under this link:

<https://adssettings.google.com>

You may read more about privacy in connection with the Google Analytics service here:



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<https://support.google.com/analytics/answer/6004245>

while more information on how cookies are used to display advertisements is available here:

<https://policies.google.com/technologies/ads?hl=pl>

Social and multimedia cookies

We use Google products to enable you to use social and multimedia functions on our Website.

a) Google Map

We use the Google map, available on our website in the Contact tab.

The plug-in is provided by:

Google LLC ('Google')
1600 Amphitheatre Parkway
Mountain View
CA 94043, USA.

Google registered office and technical infrastructure are located in the USA, which means data flow to a country outside the European Economic Area. Google, however, joined the Privacy Shield, a programme adopted by the European Commission decision, which consists of a number of principles aimed at ensuring effective protection of privacy.

If you do not log in to the Google account, the information collected is stored with the use of unique identifiers associated with your browser, application or device. If you are logged in, Google also collects information which it saves on your Google account and treats as personal data. Such information is our company address saved with an appropriate plug-in button.

To avoid assigning information to your Google account, you should log out. To avoid collecting information without logging in, you should configure cookie settings in the browser, or e.g. use plug-ins about which you may read under this link:

<https://panoptykon.org/wiadomosc/odzyskaj-kontrolę-w-sieci-odcinek-ii-wtyczki>

You may also influence the scope of recording information by selecting appropriate settings on your Google account.

You will read more about information collected by Google in its Privacy Policy:

<https://policies.google.com/privacy>

b) films from YouTube

We have placed on our website films from YouTube.



Ultra-Viol sp.j. Pietras, Purgał, Wójcik
ul. Stępowizna 34, 95-100 Zgierz, Poland
Tax id. no. (NIP): 727-002-19-03, business
id. no. (REGON) 470762770
KRS no. 0000076803

Contact:
tel. 0048 42 717 11 76, 48 601 94 76 67
fax 0048 42 715 02 16, e-mail:
biuro@ultraviol.pl
www.ultraviol.pl, www.ultraviolsklep.pl

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In order to display such a film, your browser sends to the Google server information about your use of a video with your IP address and sends to your device appropriate cookies, even if you are not logged in on this website.

If you are logged in, information about the video displayed may be assigned to your account. If you want to opt out of it, you should log out of Youtube/Google. To avoid collecting information without logging in, you should configure cookie settings in the browser, or e.g. use plug-ins about which you may read under this link:

<https://panoptykon.org/wiadomosc/odzyskaj-kontrolę-w-sieci-odcinek-ii-wtyczki>

You may also influence the scope of recording information by selecting appropriate settings on your account.

You will read more about information collected by Google in its Privacy Policy:

<https://policies.google.com/privacy>

3. How to disable cookies?

You express your consent to the use of cookies by appropriate settings of your browser. However, please note that disabling cookies may hinder or even prevent full use of the Website.

In the following links you may find information on how to change cookie settings in some popular browsers:

Google Chrome: <https://support.google.com/chrome/answer/95647>

Mozilla Firefox: <https://support.mozilla.org/pl/kb/ciasteczka>

Internet Explorer: <https://support.microsoft.com/pl-pl/help/17442/windows-internet-explorer-delete-manage-cookies>



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Opera: <http://help.opera.com/opera/Windows/2393/pl/controlIPages.html#manageCookies>

In addition, we refer you to specific ways of modifying the scope of using cookies, presented in descriptions of particular types of cookies.

VIII. What are server logs and how do we use them?

In connection with your use of our Website, queries that allow showing you appropriate contents are sent to the server on which our Website is located. In accordance with common practice, these queries involve making automatic records on the server, called logs. Logs include, for example, the IP address, entry time or information about the browser. These data are not used to identify people and serve only as help in the administration of the website or securing it.

IX. What are the privacy rules when clicking on the link? (links)

On our website you may find links to other websites. We inform you that we are not responsible for their privacy rules. Before using them, we recommend reading relevant policies to which links may usually be found in the footer of a given website.