PRIVACY POLICY OF THE BIELENDA GROUP AMBASSADOR PROGRAM

1. Personal Data Controller

The controller of Users' personal data is Bielenda Group S.A., with its registered office in Kraków at ul. Fabryczna 20, 31-553 Kraków, entered in the register of entrepreneurs of the National Court Register maintained by the District Court for Kraków-Śródmieście in Kraków, 11th Commercial Division of the National Court Register, under KRS No. 0000982226, NIP (Tax Identification Number): 9442043784, share capital: PLN 1,600,465.00, BDO No. 000025642 (hereinafter referred to as the "Controller"). Personal data is processed in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

2. Scope and Purposes of Data Processing

The Controller processes the following personal data of Users:

a) first and last name,

b) email address,

c) telephone number – if required or voluntarily provided,

d) username (nickname), URL or another identifier of a public Instagram or TikTok profile;

e) age (information provided when registering an account), declaration of being at least 18 years of age.

3. Purposes and Legal Bases of Data Processing

Personal data is processed for the following purposes and on the following legal bases:

a) creation and maintenance of an Account – necessary for the performance of a contract for the provision of electronic services (Article 6(1)(b) GDPR),

b) participation in competitions and promotional campaigns – necessary for the performance of the terms and conditions of the relevant campaign (Article 6(1)(b) GDPR),

c) participation in the Ambassador Program and implementation of its Terms and Conditions – Article 6(1)(b) GDPR,

d) sending the Newsletter – User consent (Article 6(1)(a) GDPR),

e) technical and statistical analyses, security,

f) the legitimate interest of the Controller (Article 6(1)(f) GDPR),

g) compliance with the Controller's legal obligations arising from tax and accounting regulations, including the preparation and submission of tax information to the competent authorities – Article 6(1)(c) GDPR.

4. Data Sharing

Personal data may be entrusted for processing to entities providing the Controller with IT services, technical website support and marketing systems services. Personal data may also be disclosed to competent public authorities, including tax authorities, to the extent and on the basis provided for by applicable law.

5. Data Retention Period

Data associated with an Account is retained for as long as the Account remains active. If deletion of an Account is requested, the data will be deleted within 14 days of the request. Data processed on the basis of consent is retained until that consent is withdrawn. Data processed in connection with the implementation of the Ambassador Program and tax obligations is retained for the period required by tax and accounting laws.

6. Ambassadors' Rights

An Ambassador has the right to access their personal data, rectify their data, have their data erased (the "right to be forgotten"), restrict processing, data portability, object to processing, withdraw consent (if the data was processed on the basis of consent), and lodge a complaint with the President of the Personal Data Protection Office (Poland). Requests to exercise these rights should be sent to: contact@bielendacreators.com

7. Cookies

The Website uses cookies to ensure its proper operation, perform statistical analyses and improve its functionality. Cookies may be temporary (session cookies) or persistent. Users may change the cookie settings in their browsers at any time. Restricting the use of cookies may affect the operation of certain features of the Website.

8. Data Security

The Controller implements technical and organisational measures to ensure data security. The Controller never sends messages asking users to provide their password.

9. Final Provisions

The Controller reserves the right to amend this Privacy Policy. Users will be informed of amendments by the publication of a new version on the Website. This Privacy Policy takes effect on the date of its publication on the Website.