

PRIVACY POLICY

as applied by Showroom Sp. z o.o. with its seat in Warsaw

This document contains information pertaining to the processing, by SHOWROOM Spółka z ograniczoną odpowiedzialnością with its seat in Warsaw, address: ul. Hoża 51, 00-681 Warsaw, registered in the register of entrepreneurs maintained by the District Court for the City of Warsaw in Warsaw, under the number KRS 0000421178 (hereinafter referred to as “us” or “Showroom”), of personal data of natural persons using the portal www.shwrm.com (“Website”) or natural persons that participate in contests and promotional activities that we organize. The purpose of this document is to assure that persons, whose data is processed by us (hereinafter also “you” or “data subjects”), obtain the fullest information regarding data being processed and your rights and our obligations associated with such processing. The fundamental legal regulation that governs personal data processing, beginning on 25 May 2018 is the EU General Data Protection Regulation (hereinafter also “GDPR”) the Polish text of which is under the URL address: <http://eur-lex.europa.eu/legal-content/PL/TXT/HTML/?uri=CELEX:32016R0679&from=EN>.

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I. General information

This section of the privacy statement contains information on the scope of validity, the person responsible for data processing, the data protection officer and data security. It also begins with a list of definitions of important terms used in the data privacy statement.

1. Definition of main terms

Browser: Computer program used to display websites (e.g., Chrome, Firefox, Safari)

Cookies: Text files which the web server places on the user's computer by means of the browser which is used. The stored cookie information may contain both an identifier (cookie ID) for recognition purposes and content data, such as login status or information about websites visited. The browser sends the cookie information back to the web server with each new request upon subsequent repeat visits to these sites. Most browsers accept cookies automatically. Cookies can be managed using the browser functions (usually under "Options" or "Settings"). The storage of cookies may be disabled in this way or it may be made dependent on the user's approval in any given case or otherwise restricted. Cookies may also be deleted at any time.

Third countries: Countries outside the European Union (EU)

GDPR: 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), available at <http://eur-lex.europa.eu/legal-content/EN/TXT/?uri=celex%3A32016R0679>

Personal data: Any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Profiling: Any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person's performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

Website: The website www.shwrm.com and all services that we perform at this URL address described in more detail under item I.2.

Services: Website and contests and promotional actions that we may, from time to time, organize (including, without limitation contests and promotional actions organized *via* social media).

Tracking: The collection of data and their evaluation regarding the behaviour of visitors in response to our services.

Tracking technologies: Actions can be tracked either via the activity records (log files) stored on our web servers or by collecting data from end devices via pixels, cookies or similar tracking technologies.

Processing: Any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

Pixel: Pixels are also called tracking pixels, web beacons or web bugs. These are small, invisible graphics in HTML emails or on websites. When a document is opened, this small image is downloaded from a server on the Internet and the download is registered there. This allows the operator of the server to see if and when an email has been opened or a website has been visited. This function is usually carried out by calling up a small program (JavaScript). Certain types of information can be detected on your computer system in this way and shared, such as the content of cookies, the time and date of the visit, and a description of the page on which the tracking pixel is located.

2. Scope of validity

This document pertains to the processing of personal data in respect of Website use, *i.e.* in respect of services available via the www.shwrm.com website, including, without limitation, services that involve maintaining accounts (for users and designers) and newsletter services. Terms and conditions for those services are available under www.shwrm.com/terms.

3. Controller

The controller of your personal data, *i.e.* the entity that alone determines the purposes and means of the processing of your personal data, who is responsible for the processing of data in relation to the Services, is:

Showroom Spółka z ograniczoną odpowiedzialnością with its seat in Warsaw

Our address is:

ul. Hoża 51, 00-681 Warsaw

We have been registered by the District Court for the City of Warsaw under the KRS number 0000421178. You can contact us by phone under the number 0048 22 100 44 41 or by e-mail under the address contact@shwrm.com

4. Data protection officer

Our data protection officer can be contacted under the e-mail address contact@shwrm.com or in writing – by submitting your query in writing to our address (if it mentions that it is for the attention of the data protection officer this will help us address it more promptly).

II. Itemisation of data processing operations

This section of the data privacy statement contains detailed information about the processing of personal data in the context of our Services. The information is subdivided for greater clarity into certain functions in connection with our services. In case of the normal use of the Services, different functions and therefore also different processing operations can be implemented consecutively or simultaneously.

1. General information about the data processing operations

The following applies to all the processing operations listed below, unless stated otherwise:

a. No obligation to provide personal data & consequences of failure to provide such data

The provision of personal data is not required by law or contract, and you are under no obligation to provide any data. If, through the use of Services, you provide us with personal data, we may inform you during the data entry process when personal information needs to be provided for the relevant Service (e.g., by indicating "mandatory fields") (the conditions of that given Service may impose an obligation that you, after you have registered, verify that your data is correct, as we are unable to verify the correctness of all data that you provide, e.g. we do not know if the delivery address that you specified is the address to which you wish the delivery to be made, the same pertains to situations where you change your e-mail address, and we are unaware of it until you inform us). In cases where the provision of data is required, the consequence of not providing data will be that the service in question cannot be provided. Otherwise, failure to correct provide data may result in our inability to provide our services in the same form and quality.

b. Grounds of data processing – in general

First and foremost we process your personal data in order to perform agreements that we have concluded with you, on the basis of which we maintain your Website accounts, allow you to conclude sales agreements, or which determine participation conditions for contests and promotional actions. Moreover we may process your personal data in pursuit of our legitimate interests, which include the marketing of our services, analysing the efficiency of our marketing endeavours, analysis of how our Services function and their improvement, as well as financial reporting and handling of any queries you may address at us. In certain cases we may process your personal data based on your consent; details of such processing will be presented to you before you grant a consent so that you may acquaint yourselves with them and grant your consent with full awareness of its meaning.

c. Transfer of personal data to third countries

When we send data to third countries, i.e., countries outside the European Union, the data are then transmitted strictly in compliance with the statutory conditions of admissibility.

If the transmission of the data to a third country does not serve the purpose of fulfilling our contract with you, if we do not have your consent, if the transmission is not required for the establishment, exercise or defence of legal claims, and if no other exemption applies under Art. 49

GDPR, we will only transmit your data to a third country if in possession of an adequacy decision pursuant to Art. 45 GDPR or appropriate safeguards under Art. 46 GDPR.

One of these adequacy decisions is the Commission Implementing Decision (EU) 2016/1250 of 12.07.2016 on the "EU-US Privacy Shield" for the USA. The level of data protection is generally considered to be appropriate according to Art. 45 GDPR for transfers to companies which are certified under the EU-US Privacy Shield.

Alternatively or additionally, safeguards under Art. 46 subs. 2 c) GDPR through the conclusion of the EU standard data protection clauses adopted by the European Commission with the receiving body provide appropriate safeguards and an adequate level of data protection. Copies of the standard EU data protection clauses are available on the website of the European Commission at https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outside-eu/model-contracts-transfer-personal-data-third-countries_en.

d. Hosting at external service providers

Our data processing work is carried out to a large extent with the involvement of hosting service providers who provide us with storage space and processing capacities at their data centres and who also process personal data on our behalf according to our instructions. It may be the case that personal data are transmitted to hosting service providers in respect of all of the functions listed below. These service providers process data either exclusively in the EU or subject to guaranteed levels of data protection which we have put in place based on the standard EU data protection clauses (cf. subsection c.).

e. Data recipients

When a third party receives your personal data from us it is either a trusted processor that performs certain data operations for us (according to the abovementioned processing grounds), or the entity that is the other party of the sales agreement that you have concluded *via* the Services (so that the seller knows who the buyer is and *vice versa*) or in highly exceptional situations it may be government authorities (including law enforcement agencies) in cases when we are required to fulfil a legal obligation to which we are subject (legal basis: Art. 6, subs. 1 c) GDPR) or when it is necessary for the assertion, exercise or defence of legal claims (legal basis: Art. 6, subs. 1 f) GDPR).

Examples of data recipients who may receive your data are shown under item 2 below (them being listed there does not however necessarily mean that they receive such data in all cases; we may further develop our own services so that certain processing operations that we outsource at the moment are performed by us internally).

f. Period of storage – data retention

We aim at keeping the periods, during which your personal data is processed to a minimum. However most of the data we process is associated with the ongoing agreements concluded between us and you (account maintenance, newsletter service). All those agreements are framework agreements by nature, and may result in conclusion of another group of agreements (sales agreements between buyers and sellers).

Our main guideline is to keep your personal data stored for as long as it is necessary; which is usually the period, during which we provide you with a given service and the subsequent statutory limitation periods (that usually start running once the service is concluded). Some data, such as data regarding sales history is retained for as long as you wish us to maintain your account (as it serves the purpose of us rendering the account maintenance service to you) and may be stored beyond the period when that service is rendered if applicable limitation periods have not expired.

g. Data categories

The category names listed below are used for specific types of data in the following sections:

- **Account data:** Login/user ID and password
- **Personal master data:** Title, salutation/gender, forename, surname, date of birth
- **Address data:** Street, house number, additional address lines (where applicable), postcode, city, country
- **Contact data:** Telephone number(s), fax number(s), email address(es)
- **Login data:** Information about the service via which you logged on; times and technical information on login, authentication and logout; data entered by you when logging on
- **Purchase order data:** Ordered products, prices, payment and delivery information
- **Payment data:** Account information, credit card details, data for other payment services such as PayPal

- **Newsletter user profile data:** Opening of newsletter (date and time), contents, selected links, as well as the following information relating to the computer system accessing the newsletter: Internet Protocol address used (IP address), browser type, browser version, device type, operating system and similar technical information.
- **Access data:** Date and time of visit to our service; the page from which the system accessed our site; pages visited during the session; session identification data (session ID), as well as the following information relating to the computer system accessing the service: Internet Protocol address used (IP address), browser type, browser version, device type, operating system and similar technical information.

2. Accessing our services

The passages below set out how your personal data are processed when you access our services (e.g., loading and viewing the website, opening the mobile app and navigating within the app). We would point out, in particular, that it is impossible not to send access data to external content providers (cf. subsection b.) due to the technical processes involved in transmitting information over the Internet. The third-party providers are themselves responsible for the privacy-compliant operation of the IT systems which they use. The service providers are required to decide how long the data will be stored.

a. Purposes of data processing, legal basis, legitimate interests (where applicable), and period of storage

Data category	Intended purposes	Legal basis	Legitimate interest, where applicable
Access data	Establishing connection, presenting contents of the service, detecting attacks	Art. 6, subs. 1 f), GDPR	Proper functioning of services, security of data and business processes, prevention of misuse, prevention of damage

	on our site due to unusual activities, fault diagnosis		through interference in information systems, improvement and development of Services.
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b. Recipients of personal data

Recipient category	Data concerned	Legal basis	Legitimate interests, where applicable
External content providers who provide content which is needed to display the service (e.g., images, videos, embedded postings from social networks, banner ads, fonts, update information)	Access data	Art. 6, subs. 1 f), GDPR;	Proper functioning of services, (accelerated) display of content
IT security service providers	Access data	Art. 6, subs. 1 f), GDPR	Prevention of attacks through exploitation of security gaps / vulnerabilities

3. Account maintenance

The tables below show how your personal data are processed when you register an account under the URL address www.shwrn.com:

a. **Purposes of data processing, legal basis, legitimate interests (where applicable), and period of storage**

Data category	Intended purposes	Legal basis	Legitimate interest, where applicable
Account data	Verification for the purpose of accessing the account	Art. 6, subs. 1 b), GDPR	
Personal master data	Verification purposes, handling queries, allowing for conclusion of sales agreements, verification of sales agreements performance, assistance with sales agreements, product delivery, handling complaints and queries	Art. 6, subs. 1 b), GDPR	
Address data	Product delivery, handling complaints and queries	Art. 6, subs. 1 b), GDPR	
Contact data	Handling complaints and queries, providing order status information, delivery assistance	Art. 6, subs. 1 b), GDPR	

Login data	Traceability of Service use (registration, deregistration), usage statistics	Art. 6, subs. 1 b), f), GDPR	Proof of successful account registration / confirmation / deregistration, validating sales agreements, development and improvement of services, own marketing
Purchase order data	Maintaining the account and allowing access to purchase history, order tracking by the client, usage statistics and analysis, market research	Art. 6, subs. 1 b), f), GDPR	Improvement of our service, promotional purposes
Payment data	Performance of sales agreements	Art. 6, subs. 1 b) GDPR	
Access data	Reflection of interests in given designer brands/products	Art. 6, subs. 1 f), GDPR	Improvement of our service, promotional purposes

b. Recipients of personal data

Recipient category	Data concerned	Legal basis	Legitimate interests, where applicable
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Designers (Sellers) who present their products within the Services and users (Buyers), all of whom are parties to sales agreements	Personal master data, address data, contact data	Art. 6, subs. 1 b), GDPR	
Analytic and marketing tool providers	Access data	Processing on behalf of a controller (Art. 28 GDPR)	
Payment and delivery agents	Personal master data, address data, contact data	Processing on behalf of a controller (Art. 28 GDPR)	

4. Newsletter subscriptions

The tables below show how your personal data are processed when you subscribe to a newsletter:

a. Purposes of data processing, legal basis, legitimate interests (where applicable), and period of storage

Data category	Intended purposes	Legal basis	Legitimate interest, where applicable
Email address	Verification of the application, sending of the newsletter	Art. 6, subs. 1 b), GDPR	
Personal master data	Personalisation of newsletter	Art. 6, subs. 1 b), GDPR	

Login data	Traceability of newsletter registration / confirmation / deregistration	Art. 6, subs. 1 b), f), GDPR	Proof of successful newsletter registration / confirmation / deregistration
Access data	Generating newsletter user profile data	Art. 6, subs. 1 b), f), a) GDPR	Proof of successful newsletter registration / confirmation / deregistration
Newsletter user profile data	Reflection of interests in the composition of the newsletter, inclusion of personalized offers	Art. 6, subs. 1 b), f), GDPR	Improvement of our service, promotional purposes

b. Recipients of personal data

Recipient category	Data concerned	Legal basis	Legitimate interests, where applicable
Newsletter distribution service providers	All data listed in 2.a.	Processing on behalf of a controller (Art. 28 GDPR)	

5. Contests and promotional actions

The tables below indicate how your personal data are processed when you enter prize draws or take part in promotions (e.g., events, polls, competitions).

a. Purposes of data processing, legal basis, legitimate interests (where applicable), and period of storage

Data category	Intended purposes	Legal basis	Legitimate interests, where applicable
Personal master data	Identification, age verification	Art. 6, subs. 1 b), GDPR	
Address data	Establishment of contact	Art. 6, subs. 1 b), GDPR	
Contact data	Establishment of contact	Art. 6, subs. 1 b), GDPR	
Where applicable (according to the terms and conditions in any given case), answering of competition questions, provision of application information, voting information	Execution of the relevant prize draw / promotion, selection of winners / entrants	Art. 6, subs. 1 b), GDPR	

b. Recipients of personal data

Recipient category	Data concerned	Legal basis	Legitimate interests, where applicable
Contests / promotion service providers	All data listed under a.	Processing on behalf of a controller, Art. 28 GDPR	
Delivery agents	Name, address data	Processing on behalf of a controller, Art. 28 GDPR	

6. Tracking

The passages below explain how your personal data are processed with the help of tracking technologies to analyse and optimise our services and to serve promotional purposes.

The explanation of the tracking methods also includes information on how to prevent or object to the processing of data.

a. Tracking for Service facilitation and improvement and advertisement optimisation

The tracking described herein consists in gathering certain data pertaining to your use of our Services with the use of cookies and similar tracking technologies, such as

- (i) user input cookies,
- (ii) authentication cookies,
- (iii) security cookies,
- (iv) media session cookies,
- (v) interface customization cookies,

(vi) traffic monitoring cookies (including Google Analytics cookies, and cookies provided by Facebook).

Those files provide us and our trusted processors with analytic and statistical information regarding the use of our services. This information may be used in order to ensure proper authentication and ease of use of our services (art. 6 subsec. 1 b GDPR). In this respect we process data that they provide in order to perform our contractual obligations arising under service agreements (and if you are not a registered user, in order to protect our legitimate interest, art. 6 subsec. 1 f) GDPR).

Those files also provide us and our trusted processors with pseudonymised data (*i.e.* data that does not allow for your identification) that is further used in order to plan marketing strategies and optimise advertisement display. In this respect your personal data is processed by us under art. 6 subsec. 1 b) GDPR (*i.e.* in pursuit of our legitimate interest).

Our tracking technologies may allow for the observation of *i.a.* how and when our website is used, what products are being browsed, which websites led the person to our websites (which websites referred you to us) and which website we referred you to (exit websites), as well as observation of our websites are interacted with.

b. Tracking for the purpose of personalised newsletter

If you use our personalised newspaper service (having willingly subscribed to it by granting a separate consent at registration, or by subscribing to it without registration), we will do our best to provide you with a newsletter that contains information that is specifically tailored to your interests and preferences. In order to achieve this goal we may use cookies and other tracking technologies that track your activity while using the Website and subsequently report that information to our newsletter service provider. The newsletter service provider then combines that information with your e-mail in order to provide you with a newsletter that contains information and offers (including discounts) tailored specifically for you, on the basis of your Website activity.

You may resign from receiving this type of newsletter at any time, by e-mailing us at: contact@shwrm.com.

c. Disabling cookies

In general you may disable the storage and use of cookies *via* the tools provided available in your browser (usually found under the “options”, “settings” or “preferences” tabs).

There are also third party services available that allow for identification and management of cookies such as <http://www.youronlinechoices.com/pl>. Before using any such service please make sure that you acquaint yourself with its terms and conditions as well as privacy policy.

If you need assistance or further information regarding the cookies that we use, please contact the DPO.

7. Social media plug-ins

This website may contain plug-ins from social networks such as Facebook, Google+, Twitter or Pinterest, which are operated by third parties and which feature a button via which messages can be sent to the corresponding social network for various purposes, such as rating, recommending or sharing content. Our purpose and legitimate interest in this course of action is to publicise our services to greater effect. We configure our services in such a way that data are only sent if you press the button. The legal basis for data transmission in this case is Art. 6, subs. 1 f), GDPR. The respective provider is responsible for the privacy-compliant processing of the transmitted data.

III. Rights of data subjects

1. Right to object

If we process your personal data for direct marketing purposes, you have the right to object at any time to the processing of personal data concerning you for such marketing with future effect, which includes profiling to the extent that it is related to such direct marketing.

You also have the right, at any time with future effect and for reasons relating to your particular situation, to object to the processing of personal data concerning you which is based on Art. 6, subs. 1 e) or f), GDPR, including profiling based on these provisions.

The right to object may be exercised free of charge by contacting us:

Via Mail to: contact@shwrm.com

Via Phone: 0048 22 100 44 41

2. Right of access

You have the right to obtain confirmation from us as to whether or not personal data concerning you are being processed and, where that is the case, access to the personal data and the other information listed in Art. 15 GDPR.

3. Right to rectification

You have the right to obtain from us the rectification of inaccurate personal data concerning you without undue delay (Art. 16 GDPR). Taking into account the purposes of the processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement.

4. Right to erasure ("right to be forgotten")

You have the right to obtain from us the erasure of personal data concerning you without undue delay if one of the reasons listed in Art. 17, subs. 1, GDPR is applicable and the processing operations are not required for one of the purposes approved in Art. 17, subs. 3, GDPR.

5. Right to restriction of processing

You are entitled to obtain from us the restriction of the processing of personal data if one of the conditions laid down in Art. 18, subs. 1 a) to d), GDPR is met.

6. Right to data portability

Under the conditions set out in Art. 20, subs. 1, GDPR, you have the right to receive the personal data concerning you which you have provided to us, in a structured, commonly used and machine-readable format and the right to transmit those data to another controller without hindrance on our part. In exercising your right to data portability, you have the right to have the personal data transmitted directly by us to another controller where technically feasible.

7. Right to withdraw consent

If the processing is based on your consent, you have the right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

8. Right to lodge a complaint

You have the right to lodge a complaint with the supervisory authority responsible for Showroom. The supervisory authority responsible for us is:

Prezes Urzędu Ochrony Danych Osobowych

ul. Stawki 2

00-193 Warsaw