

PRIVACY POLICY

CONCERNING DATA OF PERSONS SUBMITTING CONTACT DETAILS

1. Personal Data controller

1.1 The controller of your personal data will be MOTIFE Sp. z o.o. with its registered office in Kraków (hereinafter: we or MOTIFE). You can contact us as follows:

- (a) by letter to the following address: ul. Krupnicza 3, 31-123 Kraków,
- (b) by e-mail: gdpr@motife.com
- (c) by phone: +48 12 311 03 93.

2. Purposes of processing

2.1 We will process your personal data in order to:

- establish cooperation with you, i.e., help you recruit employees, set up a company on the Polish market, advise you on running your business in the area of finance, IT, HR, administration.
- Send you commercial information including information about projects, events, offers and services offered by MOTIFE.

2.2 **When you contact us** (via the contact form or by using any of our other contact details), you provide us with your personal data, including the data contained in your correspondence, in particular: e-mail address, telephone number, first and last name, position, company name. The provision of the data is voluntary, but necessary in order to establish contact with us. The legal basis for such processing of your personal data that you provide yourself when contacting us is Article 6.1.f of GDPR (processing is necessary for the purposes of legitimate interests pursued by the controller or by a third party). Such legitimate interest is the desire to make contact with persons interested in our services.

2.3 The content of your correspondence may be **archived**, and we are unable to determine when it will be deleted. You have the right to request the history of any correspondence you have had with us (if it has been archived), as well as to request to have its deleted, unless archiving it is justified on the grounds of our overriding interests. The legal basis for processing your personal

data after contacting us is also our legitimate interest in archiving correspondence for the purpose of ensuring that we can prove certain facts in the future. We may therefore process your personal data for the purpose of investigating and defending against claims on the basis of Article 6.1.f of GDPR (processing is necessary for the purposes of legitimate interests pursued by the controller or by a third party).

- 2.4 In accordance with applicable law, we may use the information you provide for **direct marketing** purposes through the use of electronic means of communications (sending targeted advertisements to you via social media platforms or third-party websites). We may therefore target advertising to you through communication channels such as: Facebook, LinkedIn, Google Ads and e-mail. In that case, the processing of your data is necessary for purposes deriving from the legitimate interests pursued by the controller or by a third party (Art. 6.1.f of GDPR). The legitimate interest includes direct marketing and advertising of MOTIFE's own services.

Please refer to the relevant external social media pages below for details on sending personalised advertising:

- Facebook: <https://www.facebook.com/privacy/explanation>
- Google: <https://policies.google.com/>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>

3. Data collected from third parties

- 3.1 Where we have obtained your data from a third-party database provider, we will first ascertain whether the third party has collected the data for direct marketing purposes and with your consent.

4. Storage period of personal data

- 4.1 We will keep your personal data for a maximum of 2 years after your last contact.

5. Data transfer

- 5.1 External service providers who are involved in the processing of your personal data are:

- (a) hosting service providers who store data on servers,
- (b) the provider of the mailing system in which your data is stored.

This does not involve the transfer of your personal data to third countries.

- 5.2 We use software to support the sale of our services provided by such entities as: HubSpot, Inc and HubSpot Ireland Ltd. Your personal data processed there may be transferred to third countries.

However, this always takes place on the basis of the legal instruments provided for in the GDPR, which guarantee adequate protection of your rights and freedoms.

Detailed information on the processing of personal data by the above entities can be found at: <https://legal.hubspot.com/privacy-policy>

5.3 In order to target you with advertisements, your data may also be shared with such entities as: Facebook Inc., Google LLC and Google Ireland Limited as well as LinkedIn Ireland Unlimited Company and LinkedIn Corporation. Your personal data processed there may be transferred outside the European Economic Area. However, this always takes place on the basis of the legal instruments provided for in the GDPR, which guarantee adequate protection of your rights and freedoms.

For details on how advertising is directed to you, please visit the relevant external websites of the above-mentioned entities at the addresses indicated below:

- **Facebook:**

<https://pl-pl.facebook.com/legal/terms>

<https://pl-pl.facebook.com/business/gdpr>

<https://www.facebook.com/about/ads>

- **Google:**

<https://support.google.com/google-ads/answer/9028179?hl=pl>

- **LinkedIn:**

<https://www.linkedin.com/legal/ads-policy>

5.4 We provide appropriate safeguards for the transfer of data. You have the right to obtain information about the personal data you provide - to obtain the information, please contact us (contact details in section 1 above).

6. Your rights related to data processing

6.1 You are entitled to the following rights in relation to the processing of your personal data:

- (a) the right to access your personal data,
- (b) the right to demand rectifying your personal data,
- (c) the right to have your personal data deleted,
- (d) the right to demand restricting processing of your personal data,
- (e) the right to object to the processing of your data on grounds of your particular situation - in cases where we process your data on the basis of our legitimate interests,
- (f) the right to portability of your personal data, i.e., the right to receive your personal data from us, in a structured, commonly used and machine-readable computer format. You may transfer the data to another controller or request that we transfer your data to another controller. However, we will only do this if such provision is technically possible. You only have the right to data portability in respect of personal data that we process on the basis of your consent.

6.2 To exercise the above rights, please contact us (contact details at section 1 above).

6.3 **The right to object.** To the extent that we process your data on the basis of our legitimate interest - you have the right to object to the processing on the basis of your particular situation.

6.4 **The right to file complaints to the supervisory authority.** You also have the right to lodge a complaint with the supervisory authority dealing with the protection of personal data, i.e., the President of the Office for Personal Data Protection.

7. Automated and profiled processing

We do not process your data by automated means, and we do not carry out profiling within the meaning adopted by the GDPR.

Kraków, 2020-06-01