

PRIVACY POLICY OF MA.WROC.PL ONLINE STORE

1. GENERAL PROVISIONS

- 1.1. The following Privacy Policy is indicative, which means that it shall not constitute a source of obligations for Service Users and Customers of the Store.
- 1.2. The administrator of personal data collected through the online store shall be the MUSEUM OF ARCHITECTURE IN WROCLAW, with its registered office and delivery address at 5 Bernardyńska Street, 50-156 Wrocław, NIP 8961002033, REGON 000277641, e-mail: bookstore@ma.wroc.pl, phone number: 71 344 82 79 - hereinafter referred to as the "Administrator" and constituting the Service Provider of the Online Store and the Seller.
- 1.3. Personal data of Service Users and Customers shall be processed in accordance with the Law on Personal Data Protection of 29th August 1997 (Journal of Laws of 1997 No. 133, item 883 as amended.) (Hereinafter referred to as the Law on Personal Data Protection) and the Act on Rendering Electronic Services of 18th July 2002. (Journal of Laws of 2002 No. 144, item 1204, as amended).
- 1.4. The Administrator shall exercise special care to protect the interests of the data subject, and in particular ensure that the collected data is processed in accordance with the law; collected for specified, legitimate purposes and not subjected to further processing incompatible with those purposes; relevant and adequate in relation to the purposes for which it is processed and stored in a form which permits identification of the data subjects for no longer than is necessary to achieve the purpose of processing.
- 1.5. All words, phrases and acronyms appearing on this website and beginning with a capital letter (e.g. Seller, Online Store, Electronic Service) shall be understood in accordance with the definition contained in the Rules and Regulations of the Online Store available at the Online Store.

2. PURPOSE AND SCOPE OF DATA COLLECTION AND DATA RECIPIENTS

- 2.1. Each time, the purpose, scope and recipients of the data processed by the Administrator result from the actions taken by the Service User or the Customer in the Online Store. For example, if the Customer while placing an order chooses personal collection instead of courier delivery, their personal data shall be processed in order to conclude and implement the Sales Agreement, but it shall not be available to the carrier delivering the package on behalf of the Administrator.
- 2.2. Possible purpose of collecting personal data of Service users or Customers by the Administrator:
 - 2.2.1. conclusion and implementation of the Purchase Agreement or agreement for the provision of Electronic Services (e.g. creating an Account).
- 2.3. Possible recipients of Online Store Customers' personal data:
 - 2.3.1. In the case of a Customer who uses delivery by mail or courier in the Online Store, the Administrator shall provide the collected Customer personal data to the selected carrier or intermediary delivering the package on behalf of the Administrator.
 - 2.3.2. In the case of a Customer who chooses online or credit card payment in the Online Store, the Administrator shall provide the collected Customer personal data to the selected operator of such payments in the Online Store.
- 2.4. The Administrator may process the following personal data of Service Users or Customers using the Online Store: name and surname; e-mail address; phone number; delivery address (street, house number, apartment number, postal code, city, country), address of residence/business/establishment (if different from delivery address). In the case of Service Users or Customers who are not consumers, the Administrator may also process the company name and tax identification number (NIP) of a given Service User or Customer.
- 2.5. Providing personal data referred to in the paragraph above may be necessary for the conclusion and implementation of the Purchase Agreement or agreement for the provision of Electronic Services in the Online Store. Each time, the type of information required to conclude an agreement shall be indicated in the Online Store and in the Rules and Regulations of the Store.

3. COOKIES AND OPERATIONAL DATA

- 3.1. Cookies constitute small text information in the form of a text file sent by a server and stored on the Online Store visitor's device (e.g. on the hard drive of a PC, laptop, or on a smartphone memory card - depending on what device is used by visitors of the Online Store). Detailed information on Cookies, as well as the history of their creation can be found here: <http://pl.wikipedia.org/wiki/Ciasteczko>.
- 3.2. The Administrator may process the data contained in Cookies resulting from entering the Online Store for the following purposes:
 - 3.2.1. identifying Service Users as logged in the Online Store and presenting that they are logged in;
 - 3.2.2. storing Products added to the cart in order to submit Orders;
 - 3.2.3. storing data form filled Order Forms, surveys or login data from the Online Store;

- 3.2.4. customizing content of the Online Store to the individual preferences of Service Users (e.g. color, font size, page layout) and optimizing the use of the Online Store pages;
- 3.2.5. keeping anonymous statistics showing the usage of given parts of the Online Store.
- 3.3. By default, most web browsers available on the market implicitly accept recording cookies. Everyone has the ability to determine the conditions for the use of cookies by setting their web browser. This includes e.g. partial reduction (e.g. in terms of time) or disabling saving cookies completely - in the latter case, however, it may affect certain functionalities of the Online Store (e.g. it may be impossible to complete the Order path in the Order Form due to not recording Products in the cart throughout the subsequent steps of submitting the Order).
- 3.4. Internet browser settings regarding cookies are relevant to consent to the use of Cookies by the Online Store - in accordance with regulations, such consent may also be expressed through the Internet browser settings. If the user does not express such consent, the Web browser settings regarding cookies need to be changed.
- 3.5. Details on changing the cookies settings and deleting them in the most popular web browsers are available in support sections of a given Internet browser available at following addresses (click the link):
 - [Chrome](#)
 - [Firefox](#)
 - [Internet Explorer](#)
 - [Opera](#)
 - [Safari](#)
 - [Microsoft Edge](#)
- 3.6. The Administrator shall also process anonymous performance data related to the use of the Online Store (IP address, domain) to generate statistics to assist in the administration of the Online Store. This data is collective and anonymous, i.e. it does not contain identifying characteristics of the Online Store visitors. This data shall not be disclosed to third parties.

4. BASIS FOR PROCESSING DATA

- 4.1. Providing personal data by Service Users or Customers shall be voluntary, but failure to provide the data enumerated in the Online Store and the Online Store Rules and Regulations necessary for the conclusion and implementation of the Sales Agreement or agreement for the provision of Electronic Services shall result in the inability to conclude that agreement.
- 4.2. The basis for processing Service Users or Customers' personal data is the need to implement the agreement, which a given Customer is a party to, or to take action on the request of the Customer before such agreement is concluded. In the case of data processing for direct marketing of the Administrator's own products or services, the basis for such processing is (1) prior consent of a given Service User or Customer, or (2) the fulfillment of legitimate objectives pursued by the Administrator (in accordance with Article 23 section 4 of the Act on the Protection of Personal Data, legitimate interests include in particular direct marketing of products or services of the Administrator).

5. THE RIGHT OF INSPECTION, ACCESSING OWN DATA AND ITS CORRECTION

- 5.1. Service Users or Customers shall have the right to access their personal data and correct it.
- 5.2. Every person shall have the right to control the processing of their personal data contained in the database of the Administrator, in particular the right to request to complete, update, or correct their personal data, temporary or permanent suspension of its processing or its removal if it is incomplete, outdated, incorrect, collected in violation of the law or is no longer necessary for the purpose for which it was collected.
- 5.3. If a Service User or Customer granted consent by to the processing of data for direct marketing of Administrator's products or services, the consent may be revoked at any time.
- 5.4. If the Administrator intends to process or processes data of Service Users or Customers for direct marketing of the Administrator's products or services, the owner of the personal data shall be also entitled to (1) fill a written, reasoned request to cease processing the data because of their particular situation or to (2) object to the processing of their data.
- 5.5. In order to exercise the rights referred to above, the Administrator may be contacted by sending an appropriate message in writing or via e-mail indicated at the beginning of this privacy policy.

6. FINAL PROVISIONS

- 6.1. The Online Store may contain links to other websites. The Administrator encourages the users to refer to the policy statements of the linked websites. This privacy policy applies only to the Online Store.
- 6.2. The administrator uses technical and organizational measures to ensure the protection of processed personal data appropriate to the risks and category of data being protected, in particular protects data against its unauthorized disclosure, takeover by an unauthorized person, processing with the violation of existing regulations as well as its change, loss, damage or destruction.

- 6.3.** The Administrator respectively provides the following technical measures to prevent the acquisition and modification electronically transmitted personal data by unauthorized persons:
- 6.3.1. Securing database against unauthorized access
 - 6.3.2. Access to a given Account only after providing an individual username and password..

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