



Polska Agencja  
Inwestycji i Handlu  
Grupa PFR

PRIVACY POLICY

Polish Investment and Trade Agency S.A.



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## I. DEFINITIONS

1. **Administrator/Controller or PAIH S.A.** – Controller of the personal data described in this document is the Polish Investment and Trade Agency S.A. with its registered office in Warsaw, ul. Krucza 50 (00- 025 Warsaw), entered into the Register of Entrepreneurs of the National Court Register by the District Court for the Capital City of Warsaw, XII Commercial Division of the National Court Register under KRS number 0000109815;
2. **RODO** - 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), (Official Journal of the EU.L No. 119, p. 1);
3. **Policy** - Privacy Policy of the Polish Investment and Trade Agency;
4. **Personal data** - all information about a natural person identified or identifiable by one or more factors specific to physical, physiological, genetic, mental, economic, cultural or social identity, including device IP, location data, internet identifier and information collected through cookies and other similar technology;
5. **Processing of personal data** - all operations or sets of operations which are performed upon personal data or sets of personal data, whether or not by automated means (in particular, such as collection, recording, organisation, organisation, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction);
6. **Website** - the website operated by Controller at <https://www.paih.gov.pl/pl> and at the addresses indicated in the Policy section;
7. **Service or Services** - any website operated by the Administrator;
8. **User** - any natural person visiting the Website or using one or more of the services or functionalities described in the Policy.



## II. INTRODUCTION

1. PAIH S.A. attaches particular importance to protecting the privacy of its visitors. Internet services administered by PAIH S.A.
2. The Privacy Policy sets out the rules for the processing of personal data of Service Users.
3. Addresses and domains belonging to the Polish Investment and Trade Agency S.A.
  - 1.1. The Policy applies to all Websites, Internet Services and information society services offered by PAIH S.A., including websites located in the following domains:
    - a) [paih.gov.pl](http://paih.gov.pl);
    - b) [paih.pl](http://paih.pl);
    - c) [paih.com.pl](http://paih.com.pl);
    - d) [paih.eu](http://paih.eu);
    - e) [paihforumbiznesu.gov.pl](http://paihforumbiznesu.gov.pl);
    - f) [paihforumbiznesu.com](http://paihforumbiznesu.com);
    - g) [paihforumbiznesu.com.pl](http://paihforumbiznesu.com.pl);
    - h) [paiz.gov.pl](http://paiz.gov.pl);
    - i) [investinpoland.gov.pl](http://investinpoland.gov.pl);
    - j) [invest.gov.pl](http://invest.gov.pl);
    - k) [paiiz.gov.pl](http://paiiz.gov.pl);
    - l) [paiiiz.gov.pl](http://paiiiz.gov.pl);
    - m) [eksportuj.gov.pl](http://eksportuj.gov.pl);
    - n) [paihexpo.gov.pl](http://paihexpo.gov.pl);
    - o) [expo.gov.pl](http://expo.gov.pl);

## 2. PAIH social network:

- 2.1. PAIH S.A. also has a social network and therefore official accounts on the following social networks:



- a) <https://www.facebook.com/PAIH.gov/>;
- b) [https://twitter.com/PAIH\\_pl](https://twitter.com/PAIH_pl);
- c) <https://www.linkedin.com/company/polish-investment-and-trade-agency>;
- d) <https://www.instagram.com/paih4business/>;
- e) <https://www.youtube.com/c/PAIHSA/featured>;
- f) <https://anchor.fm/paih>;
- g) <https://www.facebook.com/ExpoPL>;
- h) <https://twitter.com/ExpoPL>;
- i) <https://www.linkedin.com/showcase/poland-at-expo/>;
- j) <https://www.instagram.com/polandatexpo>;
- k) <https://www.youtube.com/expoPoland>;

2.2. On the websites and services belonging to PAIH S.A. there are links to (links) to the external social networks indicated in point 2.1(a -k).

3. User information on the PAIH S.A. social network.

- 3.1. If the User clicks on a link during a visit to PAIH S.A.'s Websites, the User's data is transmitted and processed by the respective social network through the activation of a social plug-in for the respective social network.
- 3.2. The purpose and scope of the processing of personal data by social networking sites, as well as the related rights and obligations of Controller of such a site to protect the privacy of Users, are available in the data protection section of the site. The owner of the social network is responsible for the data processing that takes place after clicking on the respective link.



3.3. Detailed information:

a) Detailed information on how Google uses your data is available is on the website:

i) <https://policies.google.com/terms?hl=en&gl=be;>

ii) <https://www.youtube.com/t/terms;>

b) Detailed information on how Facebook uses user data is available is at: <https://www.facebook.com/privacy/explanation;>

c) Detailed information on how Twitter uses User data is available is at: <https://twitter.com/en/tos#intlTerms;>

d) Detailed information on how LinkedIn uses User data available is at: <https://pl.linkedin.com/legal/user-agreement?>

e) Detailed information on how Anchor uses Users' data is available is at: <https://anchor.fm/privacy.>

3.4. If the User does not want their data on activities on websites and services belonging to PAIH S.A. to be collected by the aforementioned portals, they should log out of their account (profile) on a given portal before clicking on a specific link.

### III. INFORMATION ON THE PROCESSING OF YOUR PERSONAL DATA

Controller processes Users' personal data in accordance with data protection legislation, in particular the provisions of the RODO.

#### 1. CONTROLLER

Controller of the Users' personal data is the Polish Investment and Trade Agency S.A. with its registered office in Warsaw (address: ul. Krucza 50, 00 - 025 Warsaw), entered into the Register of Entrepreneurs of the National Court Register by the District Court for the Capital City of Warsaw in Warsaw under KRS number 0000109815 (hereinafter referred to as the "Controller").

Controller can be contacted via the contact form on the website [www.paih.gov.pl](http://www.paih.gov.pl) or by sending an e-mail to: [iod@paih.gov.pl](mailto:iod@paih.gov.pl) as well as by post, at the Administrator's registered office address indicated above.



## 2. DATA PROTECTION OFFICER

Controller has appointed a person responsible for the protection of personal data, i.e. the Data Protection Officer, who can be contacted via the email address [iod@paih.gov.pl](mailto:iod@paih.gov.pl) or by post at the above-mentioned address of the Administrator's registered office with the note "To the Data Protection Officer".

## 3. PURPOSES AND LEGAL GROUNDS FOR PROCESSING THE DATA ON THE SERVICE

### 3.1. USE OF THE SERVICE

Personal data of all persons using the Website (including IP address or other identifiers and information collected through cookies or other similar technologies) is processed by the Administrator:

- a) in order to provide services electronically in the scope of providing Users with access to content collected on the Website - the legal basis for processing is art. 6.1.f RODO - Controller legitimate interest, consisting of providing Users with access to content collected on the Website, informing about activities undertaken by Controller and events organised by Controller, conducting communication and marketing with entities that use the Administrator's support,
- b) for the purpose of possibly establishing, investigating or defending against claims - the legal basis for the processing is Article 6(1)(f) RODO - the legitimate interest of Controller in being able to establish, investigate or defend against claims,

### 3.2. CONTACT FORM

Personal data is processed by Controller for:

- a) the performance of tasks within the framework of the promotion of the Polish economy in accordance with the Act on the performance of tasks within the framework of the promotion of the Polish economy by the Polish Investment and Trade Agency Joint Stock Company of 7 July 2017. (DZ. U. 2017 item 1491) - processing is necessary for the performance of a task carried out in the public interest (Article 6(1)(e) RODO),
- b) to carry out communication and respond to your enquiry - the legal basis for the processing is the necessity of the processing to pursue the legitimate interest of the Controller. The legitimate interest of Controller in this case is to be able to respond to your enquiry and to carry out communication (Article 6(1)(f) RODO);
- c) possible establishment, investigation or defence against claims - the legal basis for the processing is the necessity of the processing for the fulfilment of the legitimate interest of the Controller. The legitimate interest of Controller in this case is the possibility of establishing, investigating or defending against claims (Art. 6(1)(f) RODO).
- d) fulfilment of the statutory archiving obligations imposed on PAIH - on the basis of Article 6(1)(c) of RODO in connection with the provisions of the Act of 14 July 1983 on the national archival resource and archives.

### 3.3. PAIH E-MONTHLY

- a) for the purpose of marketing the Administrator's products and services, i.e. sending the PAIH e-monthly - the legal basis for processing is Article 6(1)(f) RODO in connection with the Act of 18 July 2002 on the provision of services by electronic means (voluntary consent) - consent of the data subject. The data subject has the right to



withdraw consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of consent before its withdrawal,

- b) for the purpose of possibly establishing, investigating or defending against claims - the legal basis for the processing is Article 6(1)(f) RODO - the legitimate interest of Controller in being able to establish, investigate or defend against claims.

#### 3.4. INFORMATION ON PLANNED EVENTS ORGANISED BY PAIH S.A.

Personal data is processed by Controller in order to:

- a) the performance of tasks within the framework of the promotion of the Polish economy in accordance with the Act of 7 July 2017 on the performance of tasks within the framework of the promotion of the Polish economy by the Polish Investment and Trade Agency S.A. (i.e. Journal of Laws of 2021, item 633, as amended), in particular in order to respond to reported enquiries and to continue the case on the basis of Article 6(1)(e) RODO, i.e. due to the necessity of processing to perform a task carried out in the public interest;
- b) the execution of the Event, including registration for the Event, checking the list of participants and contacting the participants of the Event as part of the organisational activities preceding the Event and providing selected materials after the Event - the legal basis for the processing of personal data is the Administrator's legitimate interest in organising and contacting the participants of the Event (Article 6(1)(f) RODO),
- c) sending information on marketing the Administrator's products and services, i.e., among other things, sending information on planned information and promotional events organised by PAIH S.A., information on PAIH S.A.'s support for Polish exporters and investors - the legal basis for processing is Article 6(1)(f) of the RODO in connection with the Act of 18 July 2002 on electronic provision of services,
- d) to promote Controller in social media in connection with the organisation and course of the Event - the legal basis for processing is Article 6(1)(f) RODO and on the basis of consent under Article 81 of the Act of 4 February 1994 on Copyright and Related Rights - participation in the Event implies voluntary consent.
- e) to carry out statistics and reports and archiving for the Administrator's internal needs related to the number of participants in the Event - the legal basis for the processing is the necessity of the processing for the purposes of the legitimate interests pursued by the Administrator. The Administrator's legitimate interest is to keep statistics and reports (Article 6(1)(f) RODO),
- f) possible establishment, investigation or defence against claims related to the organisation of the Event - the legal basis for the processing of the data is the necessity of the processing for the realisation of the legitimate interest of the Administrator. The legitimate interest of Controller in this case is the possibility of establishing, investigating or defending against claims (Article 6(1)(f) RODO).
- g) fulfilment of the statutory archiving obligations imposed on PAIH - on the basis of Article 6(1)(c) of RODO in connection with the provisions of the Act of 14 July 1983 on the national archival resource and archives.

#### 3.5. COOKIES

- a) adapting the content of the websites to the User's preferences and optimising the use of the websites; in particular, these files allow for the recognition of the User's device and the appropriate display of the website, adapted to the User's individual needs - the legal basis for processing is Article 6(1)(a) RODO - the consent of the data subject. The data subject has the right to withdraw consent at any time. The withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of consent before its





withdrawal,

- b) the creation of statistics which help to understand how Users use the websites, which enables the improvement of their structure and content - the legal basis for processing is Article 6(1)(f) RODO - the Administrator's legitimate interest, consisting of conducting analyses of Users' activities, as well as their preferences, in order to improve the applied functionalities and provided services,
- c) maintaining a User session (after logging in), thanks to which a User does not have to re-enter his/her login and password on each subpage of the Website - the legal basis for processing is art. 6.1.f RODO - the Administrator's justified interest, consisting of adjusting functionality and provided services to the User's needs,

### 3.6. SOCIAL NETWORKS

- a) in order to inform Users about Controller activities and to promote various events, services and products - the legal basis for the processing is Article 6(1)(f) RODO - the Administrator's legitimate interest in promoting events organised by Controller informing about the activities undertaken by Controller conducting communication and marketing with entities that benefit from Controller support.

It is possible to unsubscribe from PAIH S.A.'s profile on social media at any time, an option which is available from the platform (social network) you are using.

## 4. INFORMATION ON DATA REQUIREMENTS/VOLUNTARINESS

- 4.1. Providing personal data is voluntary, however, it is necessary both to use the Services and to conduct correspondence. Should you refuse to provide it, PAIH S.A. will not be able to carry out the aforementioned activities.

## 5. RECIPIENTS OF PERSONAL DATA

- 5.1. The controller may transfer your personal data to processors providing certain services on behalf of PAIH S.A. - e.g. hosting or IT support services.
- 5.2. In some cases, external entities providing services on behalf of PAIH S.A. may act as independent controllers to whom personal data is provided by PAIH S.A. made available - e.g. telecommunications networks, the Polish post or other postal operators, including courier companies.
- 5.3. Your personal data may also be made available to entities and authorities entitled to receive your data - only in justified cases and on the basis of generally applicable legal provisions.

## 6. RETENTION PERIOD OF PERSONAL DATA

- 6.1. The duration of data processing by the Controller depends on the type of service provided and the purpose of the processing.
- 6.2. The controller processes your personal data until:
  - a) where processing is based on consent until the consent is withdrawn;



- b) where the basis of the processing is to establish the investigation or defence of a claim, until such time as the claim has become time-barred;
- c) where processing is based on the legitimate interest of the Controller, until such time as the legitimate interest of the Controller is realised or an objection to the processing of personal data is raised;
- d) until the expiry of the obligation to retain personal data arising from from generally applicable legislation.

## 7. INFORMATION ON AUTOMATED DECISION-MAKING, INCLUDING PROFILING

Controller will not make automated decisions, including decisions resulting from profiling, on the basis of personal data.

## 8. DATA SUBJECTS' RIGHTS

In relation to the processing of personal data, the data subject has the following rights: access to data, rectification of data, erasure of data, restriction of data processing, the right to object to data processing, the right to data portability, as well as the right to lodge a complaint with the President of the Office for Personal Data Protection. You have these rights in the cases and to the extent provided for by generally applicable laws.

## 9. TRANSFER OF PERSONAL DATA OUTSIDE THE EUROPEAN ECONOMIC AREA

- 9.1. Personal data may only be transferred to third countries or entities for which an adequate level of data protection has been declared by a decision of the European Commission.
- 9.2. List of countries for which the European Commission has issued a decision confirming that the third country provides appropriate degree of protection can be found at [is under this link: https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions\\_en](https://ec.europa.eu/info/law/law-topic/data-protection/international-dimension-data-protection/adequacy-decisions_en).
- 9.3. In the absence of a decision by the European Commission declaring an adequate level of protection as set out in Article 45(3) RODO, personal data may be transferred to a third country only on the basis of: binding corporate rules, standard data protection clauses adopted by the European Commission, standard data protection clauses adopted by the Polish supervisory authority and approved by the Commission, an approved code of conduct or an approved certification mechanism (Article 46 RODO).
- 9.4. In the absence of a decision by the European Commission finding an adequate level of protection as set out in Article 45(3) RODO or the absence of adequate safeguards as set out in Article 46 RODO, PAIH will request your express consent for such a transfer to a third country or international organisation, while informing you of the prior risks involved in such a transfer on the basis of Article 49(1)(a) RODO.
- 9.5. In connection with the transfer of data outside the EEA, you may request information on the safeguards in place in this regard, obtain a copy of these safeguards or information on where they are available by contacting us at the correspondence address of PAIH S.A. indicated in Chapter II.



#### IV. INFORMATION ON THE USE OF COOKIES

1. The Services use tracking technologies, including cookies.
2. Cookies are small text files sent by a web server, stored by the browser's computer software and installed on the User's device when browsing the Websites. When the browser reconnects to the website, the website recognises the type of device from which the User is connecting. The parameters allow the information they contain to be read only by the server that created them. Cookies therefore facilitate the use of previously visited websites.
3. The following types of cookies are used within the Services belonging to PAIH S.A.:
  - 3.1. "necessary" cookies to enable the use of the services available on the Services, e.g. authentication cookies used for services requiring authentication;
  - 3.2. cookies for security purposes, e.g. used to detect misuse of authentication on the Services;
  - 3.3. "analytics and performance" enable the collection of analytical data, i.e. counting page views and traffic on the website, so that its performance can be assessed and improved. These files may come from PAIH S.A. or from service providers (e.g. Google, Facebook);
  - 3.4. "functional" cookies, enabling "remembering" the User's chosen settings and personalising the User's interface, e.g. with regard to the User's chosen language or region of origin, font size, website design etc;
  - 3.5. "Social" belongs to social media providers such as Twitter, LinkedIn or Facebook, which PAIH S.A. has added to its Services so that users can share their content with friends and other networks. These cookies allow us to track a user's browser activity on other sites and build a profile of their interests. This may affect the content of notifications displayed to that user on other sites they visit.
4. Cookies are a useful, and in some situations indispensable, tool for Controller in order to, inter alia, ensure the correct functioning of the website, the correct configuration and security of the website, monitor the status of the session or analyse, statistics, research and audit the website's views.
5. The data collected relates to the IP address, type of browser used, language, type of operating system, internet service provider, time and date information, location and information sent to the website via the contact form.
6. Cookies identify the user so that the content of the site they are using can be tailored to their needs. By remembering the user's preferences, it makes it possible to adapt the content addressed to him/her accordingly. Controller uses cookies to guarantee the highest standard of its websites, and the collected data is used by Controller only to optimise its operations.
7. The user has the option to disable or restore the collection of cookies at any time by changing the settings in their web browser.
8. More information on what cookies are can be found at the following links:
  - 8.1. Polish language: <http://wszystkoociasteczkach.pl/>,



- 8.2. English: <https://www.aboutcookies.org/>.
9. The user has the option of managing cookies himself. This is made possible, among other things, by the web browsers used by the user. In the most popular browsers, it is possible:
- 9.1. accept the use of cookies, which will allow you to take full advantage of the options offered by the websites;
  - 9.2. manage cookies at the level of individual sites selected by the User;
  - 9.3. specify settings for different types of cookies, for example accepting persistent cookies as session etc;
  - 9.4. block or delete cookies.
10. The management and deletion of cookies varies depending on the browser used. You can find out exactly how to manage cookies using the "Help" function in your browser.
11. The effect of changing your browser settings, depending on the option you have chosen, may be that you lose the ability to use certain features of the website.
12. In this table we have described the details of the use of cookies on the Services PAIH S.A. Internet:

Website, which uses a file	Who uses the file?	Entity	File name	Purpose of use of the file	Deadline expiry
.paih.gov.pl	Website administrator	PAIH S.A.	PHPSESSID	Administration of the website www	Page session duration
.paih.gov.pl	Third page	Google Inc.	_gat	Page performance	1 minute
.paih.gov.pl	Third page	Google Inc.	_ga	Calculation of data on the number of visits, sessions, campaigns and traffic tracking	2 years
.paih.gov.pl	Third page	Google Inc.	_gid	Storing information about how visitors use the website, helping to create an analytical report on how the website is performing	1 day



.paih.gov.pl	Third page	Facebook	_fbp	Displaying Facebook ads after visiting paih.gov.pl	3 months
.expo.gov.pl	Website administrator	PAIH S.A.	PHPSESSID	Administration of the website www	Page session duration
.expo.gov.pl	Third page	Google Inc.	_ga	Calculation of data on the number of visits, sessions, campaigns and traffic tracking	2 years
.expo.gov.pl	Third page	Google Inc.	_gid	Storing information about how visitors use the website, helping to create an analytical report on how the website is performing	1 day
.expo.gov.pl	Third page	Google Inc.	_gat_gtag_UA_123285860_1	Used to distinguish between users	1 minute
.expo.gov.pl	Website administrator	PAIH S.A.	browserupdate.org	Notifying the user that they should update their web browser	7 days
.paihforumbiznesu.gov.pl	Third page	Facebook	_fbp	Displaying Facebook ads when you visit the portal	3 months
.paihforumbiznesu.gov.pl	Third page	Google Inc.	_gcl_au	Recognising/understanding user interaction with the website	3 months
.paihforumbiznesu.gov.pl	Third page	Google Inc.	_ga	Calculation of data on the number of visits, sessions, campaigns and traffic tracking	2 years
.paihforumbiznesu.gov.pl	Third page	Google Inc.	_gid	Storing information on how visitors	1 day

				use the website, helping to create an analytical report on how the website is performing	
.paihforumbiznesu.gov.pl	Third page	Google Inc.	_gat_gtag_UA_146859247_1	Used to distinguish between users	1 minute
.paihforumbiznesu.gov.pl	Third page	Google Inc.	_gat_UA-124921882-1	cookie variant _gat, which is used to limit the amount of data recorded by Google on high-traffic sites	1 minute

13. Below are links to information on how to manage cookies and site data in selected web browsers:

- 13.1. Google Chrome: <https://support.google.com/chrome/answer/95647?hl=pl>
- 13.2. Mozilla Firefox: <https://support.mozilla.org/pl/kb/ciasteczka>
- 13.3. Safari: <https://help.opera.com/pl/latest/security-and-privacy/#deleteData>
- 13.4. Opera: <https://help.opera.com/pl/latest/web-preferences/>
- 13.5. Microsoft Edge: <https://support.microsoft.com/pl-pl/help/10607/microsoft-edge-view-delete-browser-history>
- 13.6. Internet Explorer: <https://support.microsoft.com/pl-pl/help/17442/windows-internet-explorer-deletemanage-cookies>

#### V. Policy changes

In order to ensure that the Policy complies with generally applicable laws, we reserve the right to amend the Policy at any time. The date of the most recent changes to the Policy will appear on the Site.