

## Privacy policy

Good morning!

If you came here, it is a sure sign that you value your privacy. We understand it perfectly, that's why we give you a document in which in one place you will find the rules for the processing of personal data and the use of cookies and other tracking technologies in connection with the functioning of the website <https://help4vet.com>.

Formal information to start with - the website administrator is NN Poland, Pabianice, ul. Wileńska 79. NIP: 7311435229, Regon: 471520281

This privacy policy has been in the form of questions and answers. The choice of this form was dictated by the care for transparency and legibility of the information presented to you. Below you will find the table of contents of this policy corresponding to the questions we answer in turn.

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In case of any doubts related to the privacy policy, you can contact us at any time by sending a message to the [info@help4vet.com](mailto:info@help4vet.com)

### **# 1: Who is the administrator of your personal data?**

The administrator of your personal data is NN Poland, Pabianice, ul. Wileńska 79.

### **# 2: Who can you contact regarding the processing of your personal data?**

As part of the implementation of personal data protection in our organization, we decided not to appoint a personal data protection officer due to the fact that in our situation it is not mandatory. In matters related to the protection of personal data and broadly understood privacy, you can contact the following e-mail address: [gdpr@help4vet.com](mailto:gdpr@help4vet.com)

### **# 3: What information do we have about you?**

Depending on the purpose, we may process the following information about you:

- name and surname,
- address of residence,
- business address,
- tax identification number,
- e-mail address,
- telephone number,
- data contained in correspondence addressed to us,
- details of orders placed,
- IP address ,
- activity in relation to sent newsletters.

We have described the scope of the processed data precisely in relation to each processing purpose. Information in this regard can be found in the further part of this policy.

### **§ 4: Where do we get your personal data from?**

In most cases, you pass them on to us yourself. This happens when: you

- register a user account,
- subscribe to the newsletter,
- contact us.

In addition, some information about you may be automatically collected by the tools we use:

- the website and newsletter system mechanism collect your IP address,
- the newsletter system mechanism collects information about your activity in relation to the content sent to you as part of the newsletter, such as openings messages, clicking on links etc.

## **# 5: Is your data safe?**

We care about the security of your personal data. We have analyzed the risks associated with individual data processing processes, and then implemented appropriate security and personal data protection measures. Furthermore, we monitor the condition of our technical infrastructure on an ongoing basis, train our staff, review the procedures applied, and introduce necessary improvements. For any clarifications regarding your personal data, we are at your disposal at [gdpr@help4vet.com](mailto:gdpr@help4vet.com)

## **# 6: For what purposes do we process your personal data?**

There are more than one of these goals. Below is a list of them, followed by a more detailed overview. We have also assigned the appropriate legal bases for the processing to the individual purposes.

- user account registration and maintenance - art. 6 sec. 1 lit. b GDPR,
- order handling - art. 6 sec. 1 lit. b GDPR,
- handling complaints or withdrawing from the contract - art. 6 sec. 1 lit. f GDPR,
- sending the newsletter - art. 6 sec. 1 lit. a GDPR,
- handling correspondence - art. 6 sec. 1 lit. f GDPR,
- implementation of tax and accounting obligations - art. 6 sec. 1 lit. c GDPR,
- creating an archive for the possible need to defend, establish or pursue claims, as well as to identify a returning customer - art. 6 sec. 1 lit. f GDPR,
- own marketing - art. 6 sec. 1 lit. f GDPR.

### **User account - details**

When creating a user account, you must provide the data necessary to set up an account: e-mail address and password. Providing data is voluntary, but necessary to create an account.

As part of editing your account data, you can provide your further data, in particular data that may be used when placing orders, such as name and surname, address of residence or place of business, tax identification number, telephone number.

In addition, our system used to handle user accounts saves your IP number that you used when registering your user account.

The data provided by you in connection with the creation of an account is processed in order to provide you with an electronic service consisting in providing you with the possibility of using the user account. This service is provided on the basis of an agreement concluded on the terms described in the regulations, which means that in this respect the legal basis for the processing of your personal data is art. 6 sec. 1 lit. b GDPR.

The data will be stored for the duration of the user's account. You can decide to delete your account at any time, but it will not delete information about your orders placed using the account from our database. Data about orders are stored in our archive [until the expiry of the period of limitation of claims under the contract / for the entire period of operation of the website due to the possibility of identifying the returning customer, reconstructing his purchase history, granted discounts, etc.](#) which is our legitimate interest referred to in art. 6 sec. 1 lit. f GDPR.

### **Newsletter - details**

By subscribing to the newsletter, you provide us with your name and e-mail address. Providing data is voluntary, but necessary to subscribe to the newsletter.

In addition, our system used to handle the newsletter, saves your IP number that you used when subscribing to the newsletter, determines your approximate location, the e-mail client you use to handle e-mail and tracks your actions taken in connection with sent to You with the news. Therefore, we also have information about which messages you opened, in which messages you clicked on links, etc.

The data provided by you in connection with the subscription to the newsletter is used to send you the newsletter, and the legal basis for their processing is your consent (Article 6 (1) (a) of the GDPR) when subscribing to the newsletter. As far as the processing of information that does not come from you, but was collected automatically by our mailing system, we rely in this respect on our legitimate interest (Article 6 (1) (f) of the GDPR) in analyzing the behavior of newsletter subscribers in order to optimize mailing activities.

You can unsubscribe from the newsletter at any time by clicking on the dedicated link in each message sent as part of the newsletter or by simply contacting us. Despite unsubscribing from the newsletter, your data will still be stored in our database in order to identify the returning subscriber and possibly defend claims related to sending you the newsletter, in particular to demonstrate that you consent to receiving the newsletter and the moment of its withdrawal, which is our legal legitimate interest referred to in art. 6 sec. 1 lit. f GDPR.

You can modify your data provided for the purposes of receiving the newsletter at any time by clicking on the appropriate link visible in each message sent as part of the newsletter or by simply contacting us.

### **Product comments and opinions - details**

When adding a comment or opinion about a product, you must provide at least a username that will be assigned to the comment or opinion (the name may contain personal data, such as name or surname) and an e-mail address. Providing this data is voluntary, but necessary to add a comment or opinion. You can also add your avatar (it may contain your image, e.g. a photo) and provide your website address, but it is not obligatory.

The data provided in connection with adding a comment or opinion will be processed to publish a comment or opinion on the website. The basis for processing is your consent (Article 6 (1) (a)), resulting from sending the form for publishing a comment or opinion. You

can withdraw your consent at any time by requesting the removal of your comment or opinion.

Your comment or opinion will be publicly available on the website as long as it is available on the Internet, unless you previously request removal of the comment or opinion. You can also modify the content of the comment at any time, as well as modify the data assigned to it as the person who added the comment or opinion.

### **Correspondence handling - details**

By contacting us, you naturally provide us with your personal data contained in the correspondence, in particular your e-mail address and name and surname. Providing data is voluntary, but necessary to make contact.

In this case, your data is processed to contact you, and the basis for processing is art. 6 sec. 1 lit. f GDPR, i.e. our legitimate interest. The legal basis for processing after the end of contact is also our justified purpose in the form of archiving correspondence for the purpose of ensuring the possibility of proving certain facts in the future (Article 6 (1) (f) of the GDPR).

The content of the correspondence may be archived, and we are not able to clearly determine when it will be deleted. You have the right to request a history of correspondence with us (if it was subject to archiving), as well as request its removal, unless its archiving is justified due to our overriding interests, e.g. defense against potential claims on your part.

### **Tax and accounting obligations - details**

If we issue an invoice for you, it is part of the accounting documentation, which will be kept for the period of time required by law. In such a situation, your personal data is processed in order to fulfill our tax and accounting obligations (Article 6 (1) (c) of the GDPR in connection with the provisions governing tax and accounting obligations).

### **Archive - details**

As part of the description of the individual purposes of personal data processing, which are listed above, we have indicated the dates for the storage of personal data. These terms are often related to the archiving of certain data by us for the purposes of ensuring the possibility of proving certain facts in the future, reconstructing the course of cooperation with the client, exchanged correspondence, defense, establishing or pursuing claims. In this regard, we rely on our legitimate interest, referred to in art. 6 sec. 1 lit. f GDPR.

## **# 7: How long will we keep your personal data?**

The data storage periods have been indicated separately for each processing purpose. You will find this information under the details for each separate processing purpose.

## # 8: Who are the recipients of your personal data?

We risk saying that modern business is not able to do without services provided by third parties. We also use such services. Some of these services are related to the processing of your personal data. External service providers that participate in the processing of your personal data are: the

- hosting provider that stores the data on the server,
- the provider of the cloud computing service in which backups that may contain your personal data are stored,
- the provider of the mailing system in which your data is stored, if you are a subscriber to the newsletter,
- the provider of the invoicing system in which your data is stored in order to issue an invoice,
- the accounting office that processes your data visible on the invoices,
- the entity providing services in the field of technical maintenance, who gains access to the data if technical work is carried out they concern the areas in which personal data are located,
- other subcontractors who gain access to the data, if the scope of their activities requires such access.

All entities listed above process your data based on contracts for entrusting the processing of personal data concluded with us and guarantee an adequate level of personal data protection.

Your data is made available to courier companies to the extent necessary to deliver the order. These companies become independent administrators of your personal data.

If necessary, your data may be made available to a legal advisor or attorney bound by professional secrecy. The need may arise from the need to use legal assistance that requires access to your personal data.

Your personal data may also be transferred to tax offices to the extent necessary to fulfill tax, accounting and accounting obligations. It concerns in particular all declarations, reports, statements and other accounting documents in which your personal data is located.

What's more, we use tools that collect a lot of information about you related to the use of our website. This includes, in particular, the following information:

- information about the operating system and the web browser you use,
- viewed,
- time spent on the website,
- transitions between individual subpages,
- clicks on individual links,
- source from which you go to our website,
- age range where you are,
- your gender,
- your approximate location limited to the city.

- Your interests based on your online activity.

This information in itself is not, in our opinion, personal data. Since this information is collected by external tools that we use, this information is also processed by tool providers on the terms resulting from their regulations and privacy policies. Basically, this information is used to provide and improve services, manage them, develop new services, measure the effectiveness of advertisements, protect against fraud and abuse, as well as personalize the content and advertisements displayed on individual websites, sites and applications. We have tried to describe the details in this regard in the further part of this policy, as part of the explanations for individual tools.

## **# 9: Do we transfer your data to third countries or international organizations?**

Yes, part of the processing of your personal data may involve their transfer to third countries.

We transfer your personal data to third countries in connection with the use of tools that store personal data on servers located in third countries, in particular in the USA. The providers of these tools guarantee an adequate level of personal data protection through appropriate compliance mechanisms provided for by the GDPR, in particular by joining the Privacy Shield program or using standard contractual clauses.

Personal data is stored on servers located in third countries using the following tools:

- EmailOctopus is owned and operated by us, Three Hearts Digital Ltd., a London based company. Registered office is 86-90 Paul Street, London, EC2A 4NE and company number is 09897211. - in terms of your name, e-mail address, IP address and statistical information related to your reactions to messages sent by us,
- Google services as part of the G-Suite package, the provider of which is Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland - for all data processed as part of Google services, including data contained in files synchronized with Google Drive.

Both Rocket Science Group LLC and Google Ireland Limited ensure an adequate level of protection of personal data through the use of compliance mechanisms provided for by the GDPR, in particular through the use of standard contractual clauses.

We also remind you here that we use external tools that may collect information about you anonymously for us. We have mentioned this on several occasions under this policy, including in response to a previous question. The providers of these tools often use servers located all over the world, in particular in the United States of America (USA), to store the collected information.

## **# 10: Do we use profiling? Do we make automated decisions based on your personal data?**

We do not make decisions for you based solely on automated processing, including profiling, which would have legal effects on you or similarly significantly affect you.

We emphasize that as part of the tools we use, we do not have access to information that would allow your identification. The information we are talking about here is, in particular:

- information about the operating system and the web browser you use,
- viewed,
- time spent on the website,
- transitions between individual subpages,
- source from which you go to our website,
- age range, in where you are,
- your gender,
- your approximate location limited to the city,
- your interests based on your online activity.

We do not combine the information indicated above with your personal data, which is in our databases. This information is anonymous and does not allow us to identify you. This information is stored on the servers of the suppliers of individual tools, and these servers can most often be located all over the world.

## **# 11: What rights do you have in relation to the processing of your personal data?**

The GDPR grants you the following potential rights related to the processing of your personal data:

- the right to access your data and receive a copy of it,
- the right to rectify (correct) your data,
- the right to delete data (if in your opinion there are no grounds for us to process your data, you can request that we delete them),
- the right to limit data processing (you can request that we limit the processing of data only to their storage or performance of activities agreed with you, if in your opinion we have incorrect data or we process it unjustifiably),
- the right to object to the processing data (you have the right to object to the processing of data on the basis of a legitimate interest; you should indicate a special situation that, in your opinion, justifies the cessation of the processing covered by the objection; we will stop processing your data for these purposes, unless we prove that the grounds for our data processing are overriding your rights or that your data is necessary for us to establish, assert or defend claims),
- the right to transfer data (you have the right to receive from us in a structured, commonly used, machine-readable format, personal data that you provided to us at on the basis of a contract or your consent; you can order us to send this data directly



to another entity),

- the right to withdraw consent to the processing of personal data, if you previously gave such consent,
- the right to lodge a complaint with the supervisory authority (if you find that we are processing data unlawfully, you can submit a complaint to The President of the Personal Data Protection Office or another competent supervisory authority).

The rules related to the implementation of the above-mentioned rights are described in detail in Art. 16 - 21 GDPR. We encourage you to familiarize yourself with these regulations. For our part, we consider it necessary to explain to you that the above-mentioned rights are not absolute and you will not be entitled to all activities related to the processing of your personal data.

We emphasize that you always have one of the rights indicated above - if you believe that we have breached the provisions on the protection of personal data while processing your personal data, you have the option to lodge a complaint with the supervisory body (the President of the Office for Personal Data Protection).

You can also always ask us to provide you with information about what data we have about you and for what purposes we process it. All you need to do is send a message to [rodo@help4vet.pl](mailto:rodo@help4vet.pl). However, we have made every effort to ensure that the information you are interested in is comprehensively presented in this privacy policy. You can also use the e-mail address provided above if you have any questions related to the processing of your personal data.

## **# 12: Do we use cookies and what are they exactly?**

Our website, like almost all other websites, uses cookies.

Cookies are small text information stored on your end device (e.g. computer, tablet, smartphone) that can be read by our ICT system (own cookies) or ICT systems of third parties (third party cookies). In cookies, specific information can be saved and stored, to which ICT systems can then access for specific purposes.

Some of the cookies we use are deleted after the end of the web browser session, i.e. after closing it (so-called session cookies). Other cookies are stored on your end device and allow us to recognize your browser the next time you visit the website (persistent cookies).

If you want to learn more about cookies as such, you can see, for example, this material: [https://pl.wikipedia.org/wiki/HTTP\\_cookie](https://pl.wikipedia.org/wiki/HTTP_cookie).

## **# 13: On what basis do we use cookies?**

We use cookies on the basis of your consent, except when cookies are necessary for the proper provision of electronic services to you.

Remember that disabling or limiting the use of cookies may prevent you from using some of the functions available on our website and cause difficulties in using our website, as well as many other websites that use cookies. For example, if you block cookies from social plug-ins, buttons, widgets and social functions implemented on our website may not be available to you.

#### **# 14: Can you disable cookies?**

Yes, you can manage cookie settings within your web browser. You can block all or selected cookies. You can also block cookies from specific websites. You can also delete previously saved cookies and other website and plug-in data at any time.

Web browsers also offer the option of using incognito mode. You can use it if you do not want information about visited pages and downloaded files to be saved in your browsing and download history. Cookies created in incognito mode are deleted when all incognito windows are closed.

We also give you the ability to control cookies directly from our website. We have implemented a special cookie management mechanism that allows you to block cookies that you do not want.

Remember that disabling or limiting the use of cookies may prevent you from using some of the functions available on our website and cause difficulties in using our website, as well as many other websites that use cookies. For example, if you block cookies from social plug-ins, buttons, widgets and social functions implemented on our website may not be available to you.

#### **# 15: For what purposes do we use our own cookies?**

Own cookies are used to ensure the proper functioning of individual website mechanisms, such as maintaining a session after logging into the account, remembering recently viewed products and products added to the basket.

Own cookies also store information about the cookie settings defined by you, made from the level of the cookie management mechanism.

Own cookies are also used to support the mechanism of recovering abandoned carts.

#### **# 16: What third party cookies are used?**

As part of our website, the following third-party cookies are used:

- Google Analytics,
- Google Tag Manager,
- Google AdWords,
- Google AdSense,

Details of individual third-party cookies are described below.

## **Google Analytics - details**

We use the Google Analytics tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legitimate interest, consisting in the creation of statistics and their analysis in order to optimize our websites.

In order to use Google Analytics, we have implemented a special Google Analytics tracking code in the code of our website. The tracking code uses Google LLC cookies for the Google Analytics service. You can block the Google Analytics tracking code at any time by installing the browser add-on provided by Google: <https://tools.google.com/dlpage/gaoptout>.

Google Analytics automatically collects information about your use of our website. The information collected in this way is most often transferred to Google servers, which can be located all over the world and stored there.

Due to the IP anonymization activated by us, your IP address is shortened before forwarding. Only in exceptional cases is the full IP address sent to Google servers and shortened there. The anonymized IP address provided by your browser as part of Google Analytics is, as a rule, not combined with other Google data.

We emphasize that as part of Google Analytics we do not collect any data that would allow your identification. Therefore, the data collected as part of Google Analytics is not personal data for us. Information we have access to as part of Google Analytics is, in particular:

- information about the operating system and the web browser you use,
- subpages that you browse as part of our website,
- time spent on our website and on its subpages,
- transitions between individual subpages ,
- the source from which you go to our site.

In addition, as part of Google Analytics, we use the following Advertising Functions:

- demographic and interest reports,
- remarketing,
- advertising reporting functions, user-ID.

As part of the Advertising Functions, we also do not collect personal data. Information we have access to is, in particular:

- the age range you are in,
- your gender,
- your approximate location limited to the city,
- your interests determined on the basis of your online activity.

Google Analytics and Google Analytics 360 services have been certified by the independent security standard ISO 27001. ISO 27001 is one of the most recognized standards in the world and certifies compliance with the relevant requirements by systems that support Google Analytics and Google Analytics 360.

If you are interested in details related to the use of Google data from websites and applications that use Google services, we encourage you to read this information: <https://policies.google.com/technologies/partner-sites>.

### **Google Tag Manager - details**

We use the Google Tag Manager tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA and enabling tag management, i.e. small pieces of code, thanks to which we are able to control user traffic and behavior, and collect information about the effectiveness of advertisements and take actions to improve our website. Google Tag Manager does not collect any information that allows your identification, however, this tool triggers other tags, which in turn may collect data.

### **Google AdWords - details**

We use remarketing functions available as part of the Google AdWords system operated by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legitimate interest, consisting in the marketing of our own products or services.

When you visit our website, a Google cookie remarketing file is automatically left on your device, which collects information about your activity on our website. Thanks to the information collected in this way, we are able to display advertisements to you within the Google network depending on your behavior on our website. For example, if you display a product, information about this fact will be recorded by the remarketing cookie file, which will allow us to send you an advertisement regarding that product or any other that we deem appropriate. This advertisement will be displayed to you within the Google network when you use the Internet, browse other websites, etc.

We emphasize that when using Google Ads, we do not collect any data that could identify you. Any compilation of the data in such a way that they acquire the nature of personal data may be made on the part of Google, but in this respect we are no longer responsible for it, because Google carries out these activities on the basis of a contract concluded with you as a user of Google services.

By using Google AdWords, we are only able to define the target groups we would like our ads to reach. On this basis, Google decides when and how to present our advertisement to you.

Further processing of the information takes place only if you have given your consent to Google to link your browsing history with your account and to use the information from your Google account to personalize the ads displayed on websites. In this case, Google will use your data to create and define lists of target groups for remarketing purposes on various devices. To this end, Google combines the temporarily collected information with other data it holds to form target groups.

If you do not want to receive personalized ads, you can manage your ad settings directly on the Google side: <https://adssettings.google.com/>.

If you are interested in details related to Google's use of data from websites and applications that use Google services, we encourage you to read this information: <https://policies.google.com/technologies/partner-sites>.

### **Google AdSense - details**

We display advertisements on our pages as part of the Google AdSense network operated by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legitimate interest, consisting in the monetization of the content we publish.

Our website, in connection with the display of advertisements on it as part of the AdSense network, contains advertising tags that instruct your web browser to send a request for advertising content from Google's servers. Along with the advertising content, the server also sends a cookie. Cookies are used to display advertisements based on your previous visits to our website or other websites. AdSense also uses cookies to improve ad quality. Often uses include Targeting your ads based on topics that interest you, improving your campaign performance reports, and skipping the ads you've already seen.

We emphasize that we do not collect any data that could identify you when using Google AdSense. Any compilation of the data in such a way that they acquire the nature of personal data may be made on the part of Google, but in this respect we are no longer responsible for it, because Google carries out these activities on the basis of a contract concluded with you as a user of Google services.

Further processing of the information takes place only if you have given your consent to Google to link your browsing history with your account and to use the information from your Google account to personalize the ads displayed on websites. In this case, Google will use your data to create and define lists of target groups for remarketing purposes on various devices. To this end, Google combines the temporarily collected information with other data it holds to form target groups.

If you do not want to receive personalized ads, you can manage your ad settings directly on the Google side: <https://adssettings.google.com/>.

If you are interested in details related to Google's use of data from websites and applications that use Google services, we encourage you to read this information: <https://policies.google.com/technologies/partner-sites>.

### **# 17: Do we track your behavior on our website?**

No

## **# 18: Do we target targeted advertising at you?**

No.

## **§ 19: How can you manage your privacy?**

The answer to this question can be found in many places of this privacy policy when describing individual tools, consent to cookies, etc.

## **# 20: What are server logs?**

Using the website involves sending queries to the server on which the website is stored. Each query directed to the server is saved in the server logs.

Logs include Your IP address, server date and time, information about the web browser and operating system you use. Logs are saved and stored on the server.

The data stored in the server logs are not associated with specific people using the website and are not used by us to identify you.

The server logs are only auxiliary material used to administer the website, and their content is not disclosed to anyone except those authorized to administer the server.

## **# 21: Is there anything else you should know?**

As you can see, the subject of personal data processing, the use of cookies and privacy management in general is quite complicated. We have made every effort to ensure that this document provides you with as much knowledge as possible on issues important to you. If anything is unclear to you, you want to know more or just talk about your privacy, write to us at [rodo@help4vet.pl](mailto:rodo@help4vet.pl)

## **# 22: Can this privacy policy be subject to changes?**

Yes, we can modify this privacy policy, in particular due to technological changes on the part of our website and changes in the law. If you are a registered user of the website, you will receive a message about each change of the privacy policy. In addition, all archived versions of the privacy policy are linked below.