



PRIVACY POLICY

IN THE Ars Humanitas Foundation

<https://holistic.news/>

1. WHAT IS IN THIS DOCUMENT?

In this document you will find information on how we will process your personal data collected in connection with a visit to the WWW website:

<https://holistic.news/>.

2. DATA CONTROLLER

The controller of your data is the Ars Humanitas Foundation with its registered office in Bielsko-Biała, ul. Dworkowa 2, NIP: 9372775104, REGON: 542964385, KRS: 0001199303. Certain functionalities of the Website, in particular advertising and monetization systems, may be operated by entities cooperating with the Administrator.

3. CONTACT DETAILS

The Controller has designated a contact address for matters related to personal data protection for data subjects:

- address: ul. Dworkowa 2, 43-300 Bielsko-Biała,
- telephone number: +48 535 177 599.

4. TERMS USED IN THE PRIVACY POLICY

Whenever this Privacy Policy refers to:

- “GDPR”, this shall mean 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);
- “Controller”, this shall mean a natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data;

- “Service”, this shall mean the website the main page of which is located at: <https://holistic.news/>,
- “User”, this shall mean persons using the resources of the website operating at <https://holistic.news/>.

All personal data that will be collected about you through these WWW pages will be processed by us as the Controller, in accordance with the GDPR.

5. RIGHTS RELATED TO THE PERSONAL DATA OBTAINED BY US

We process your personal data, therefore:

- you have the right of access to your personal data;
- you have the right to rectify your data;
- you have the right to request erasure of your personal data, where the GDPR permits;
- you have the right to restriction of processing to the extent set out in the GDPR.

After you provide us with your personal data, or when we collect it ourselves, you may exercise the right to object in two situations:

- when we process your personal data for the purposes of direct marketing, and then you do not have to justify such objection;
- when we process your data on the basis of our other legitimate interests, but then such objection requires justification as to why we should not continue to process your data.

To exercise the right to object, contact us. Contact details are available in section 3 of this Privacy Policy.

If you believe that the manner in which we process your data is not compliant with the law, you may lodge a complaint with the supervisory authority, which in our country is the President of the Personal Data Protection Office, ul. Stawki 2, 00-193 Warsaw.

6. NEWSLETTER

[Purpose and legal basis for processing]

Personal data (email address) is processed for the purpose of sending a newsletter containing a summary of the latest articles published on <https://holistic.news/>.

The legal basis for processing is Article 6(1)(f) GDPR – the Controller’s legitimate interest consisting in carrying out direct marketing of its own products and services.

[Recipients of data]

Recipients of your data may include entities providing the Foundation with IT services, including hosting and mailing tools, and entities providing technical support for the Service.



[Transfer of data outside the EEA]

If it becomes necessary to transfer data outside the European Economic Area (EEA), personal data will then be transferred on the basis of legally required safeguards for personal data, which will be (depending on the case): an adequacy decision, binding corporate rules, or standard contractual clauses adopted by the European Commission.

[Duration of processing of personal data]

Personal data will be processed until you object to their processing for marketing purposes or unsubscribe from the newsletter.

[Voluntary provision of data]

Providing data is voluntary, but necessary to receive the newsletter. Failure to provide an email address will prevent the sending of informational content.

[Automated decision-making]

Personal data processed for the purposes indicated above will not be subject to automated decision-making, including profiling.

7. COOKIES

On our website <https://holistic.news/> we use cookies.

[What are cookies?]

These are small text information stored on your end device (e.g. computer, tablet, smartphone). When you connect to the Service, information about the number (including IP) and type of end device you use and from which you connect to the Service appears in the Service's system logs. Cookies make it possible, in particular, to maintain your session, tailor the operation of subpages to your preferences and needs, and create statistics on views of the Service's subpages.

The Controller, as the Service provider, will process, in accordance with applicable law, data concerning the number (including IP) and type of the end device you use, as well as the time of connection to the Service. The Controller may also process other operating data concerning your activity on the website.

[Types of cookies]

On the holistic.news website, cookies and similar technologies are used to process information concerning users' use of the service. The cookie management mechanism is compliant with applicable law, including the Act of 7 July 2023 – Electronic Communications Law (Journal of Laws 2023 item 1688, hereinafter: "PKE") and the GDPR. The User may give consent to specific purposes and select technology providers, in accordance with the principle of accountability and transparency of processing.

Cookie categories:



- **Necessary** (technical) – cookies necessary for the website to function, enabling use of basic service functions. They are always active and do not require user consent, because their use results from the controller's legitimate interest (Article 6(1)(f) GDPR, Article 361(2) PKE).
- **Functional** – cookies supporting functions such as remembering user preferences, sharing content on social media, collecting feedback. Their use is based on consent.
- **Analytical** (statistical) – enable collection of statistical data on how the website is used (e.g. number of visits, bounce rate). Subject to consent.
- **Performance** – cookies measuring key website performance indicators and ensuring its optimisation. Consent is required.
- **Advertising** (targeting) – enable the presentation of tailored advertisements based on prior user behaviour and measurement of campaign effectiveness. Use requires prior consent.
- **Uncategorized** – cookies that have not yet been classified and are being analysed for assignment to the appropriate category.

[Purpose and legal basis for processing data]

We use cookies on our website for various purposes. Some are necessary for the website to function properly, while others allow us to better tailor content and advertisements to your needs and expectations. Below we present the purposes for which cookies may be used:

- 1/ Remembering your settings** – thanks to this, the website “remembers” that, for example, you have given consent to cookies, or which options you previously selected.
- 2/ Enabling the website to operate** – some cookies are necessary for the website to work properly (e.g. loading content, navigating between subpages).
- 3/ Collecting statistical data** – allows us to understand how many people visit our website, how long they use it, and which content is most popular. This data is anonymous and is used solely to improve the operation of the service.
- 4/ Measuring the speed and efficiency of the website** – we check whether the website loads quickly enough and whether technical errors occur.
- 5/ Tailoring advertisements to your interests** – if you give consent, we will be able to display advertisements that are better matched to your preferences.
- 6/ Creating an interest profile** – based on visited pages and actions taken, we create a profile that helps deliver content and advertisements consistent with your interests (only after consent is given).
- 7/ Linking information from different devices** – if you use our website on several devices (e.g. phone and computer), cookies help us link this information in order to better understand your needs.
- 8/ Improving services** – by analysing how the website is used, we can introduce changes and develop our services in a direction that is more user-friendly for you.
- 9/ Ensuring security** – cookie mechanisms help protect the website and its users, e.g. against abuse or attacks.
- 10/ Saving your privacy choices** – so as not to ask again about the same consents or settings during subsequent visits to the website.

[Rights of data subjects]

The rights you have in connection with the processing of data from cookies are described in section 5 above. Please remember that at any time you may contact us and object to the processing of your

personal data which we process on the basis of our legitimate interest. An objection in this scope does not have to be justified.

[Voluntary provision of data]

Providing your personal data in connection with the use of cookies is voluntary. Not giving consent for the use of certain categories of cookies (e.g. analytical, advertising) or using software that blocks cookies may limit our ability to obtain statistical information about your activity in the Service. However, this will not cause any negative consequences – the only effect may be that displayed content or advertisements are not matched to your preferences and behaviour on the website.

[Recipients of data]

Recipients of your personal data may include:

- providers of hosting and maintenance of the Service's technical infrastructure,
- entities providing analytical, marketing or advertising services that process data on our behalf under data processing agreements.

In certain cases, the recipients of data may also include providers of analytical and advertising tools (e.g., Google), who may act as independent data controllers—solely to the extent that they operate on their own behalf. The Website utilizes Google advertising and monetization tools, in particular Google AdSense and Google Revenue Manager. The operator and managing entity of these tools is the Fiducia Foundation, with its registered office in Bielsko-Biała (KRS: 0000817648), which operates the monetization systems for the content published on the Website. In connection with the display of advertisements, user data may be processed by Google LLC as an independent data controller, in accordance with the principles set forth in Google's privacy policy.

[Duration of processing of personal data]

Personal data obtained via cookies will be processed for the period:

- until you withdraw consent – in the case of data processed on the basis of consent (e.g. analytical, marketing cookies),
- until an objection is effectively raised – in the case of processing based on the Controller's legitimate interest (e.g. for security purposes or basic statistics),
- no longer than 730 days – in the case of data saved in cookies stored in the internet browser.

After the indicated periods, data may be permanently deleted or anonymised.

[Transfer of data outside the EEA]

Processing of your personal data by the Controller may involve transferring this data to countries with a lower level of data protection than in the European Union (so-called third countries), such as the United States. In each such case the Controller will ensure:

compliance of the transfer of personal data to a country outside the European Economic Area with the GDPR,
appropriate safeguards for the protection of privacy and the rights and freedoms of employees to whom this data relates.

The Controller ensures an appropriate level of protection of personal data transferred to third countries in particular by applying standard contractual clauses for the protection of personal data approved by the European Commission.

[Automated decision-making]

Your personal data may be subject to profiling – i.e. analysis of activity in the Service in order to assess certain of your preferences or interests, in particular in relation to the use of our content and advertisements. Profiling is carried out on the basis of your consent and is intended to better tailor displayed content and marketing activities.

However, we do not make decisions concerning you that are based solely on automated processing and that produce legal effects concerning you or similarly significantly affect you (Article 22(1) GDPR).

[Withdrawal of consent, changing settings]

You have the right to withdraw any consent previously given at any time.

Withdrawal of consent does not affect the lawfulness of processing carried out on the basis of consent before its withdrawal.

You may change cookie settings at any time:

- using the consent banner available on the website,
- by changing your internet browser settings.

Restricting the use of cookies (e.g. by blocking them in the browser) may affect some functions of the Service, but does not prevent its overall operation.

[Other information]

The cookie mechanism is safe for your devices. In particular, it is not possible for viruses or other unwanted software or malware to enter devices via this route. At the same time, in your browsers you have the option to restrict or disable cookies' access to computers.

8. SOCIAL MEDIA – Facebook, Instagram

The Ars Humanitas Foundation operates official profiles on social media, in particular on Facebook and Instagram platforms, under the username holisticnews. In connection with your use of these profiles, the Controller processes personal data of users who:

- subscribed to the fan page and/or Instagram account by clicking “Like”, “Follow” or another available form of following the profile;
- posted a comment, shared a post or reacted to it (e.g. by clicking the “Like” icon) within content published on the Foundation’s profile;
- shared on their profile content posted by the Ars Humanitas Foundation;

- sent a private message via the “Send message” function available on the relevant social media profile.

In connection with the above, the following personal data may be processed:

- **user identifier** (nickname or first and last name visible on the given social media account),
- **profile photo**, if publicly available,
- **content of comments, private messages or shared materials** that contain personal data,
- **other information publicly visible on the user profile**, depending on the user’s privacy settings on the social media platform.

[Purpose and legal basis for processing]

Within the scope of our activities, we process your data on the basis of the Controller’s legitimate interest (Article 6(1)(f) GDPR), consisting in:

- operating the Ars Humanitas Foundation fan page on the Facebook and Instagram social media platforms under the name “holisticnews”, on the terms and conditions specified by Facebook and Instagram, and informing about the Controller’s activities by means of those platforms, promoting events, products and services, building and maintaining a community with the Controller, and for communication via the functionalities available on Facebook and Instagram;
- possible establishment, pursuit or defence of claims arising in connection with the use of the service,

and on the basis of Article 6(1)(a) GDPR – if the user independently provides the Controller with personal data (e.g. in a private message or a comment containing sensitive data).

[Rights of data subjects]

The rights you have in connection with the use of social media operated by the Ars Humanitas Foundation are described in section 5 above. Please remember that at any time you may contact us and object to the processing of your personal data which we process on the basis of our legitimate interest.

[Voluntary provision of data]

Providing data is voluntary; however, failure to provide data results in the inability to achieve the purposes indicated above, including the inability to be a supporter of our profile.

[Recipients of data]

Recipients of data may include: cooperating entities that participate in processes necessary for the technical and organisational operation of Facebook and Instagram social media portals: an IT software provider, companies conducting various campaigns and advertisements via social media on behalf of the Ars Humanitas Foundation. Access to data will also be available to the owner of the Facebook and Instagram social media portal on the terms set out in the Facebook and Instagram Terms and Conditions, and to other portal users due to the fact that information posted on the portals is public information.

[Duration of processing of personal data]

Your personal data will be deleted if storage of personal data is no longer necessary to achieve the purposes for which it was collected. As a rule, we store personal data for the period:

- until the limitation period expires for potential claims arising in connection with the use of social media portals,
- necessary to document to supervisory authorities in the field of personal data protection the proper fulfilment of the legal obligations incumbent on us,
- until an objection is raised against the processing of data (when data is processed on the basis of a legitimate interest).

[Transfer of data outside the EEA]

Processing of your personal data by the Controller may involve transferring this data to countries with a lower level of data protection than in the European Union (so-called third countries), such as the United States. In each such case the Controller will ensure:

- compliance of the transfer of personal data to a country outside the European Economic Area with the GDPR,
- appropriate safeguards for the protection of privacy and the rights and freedoms of employees to whom this data relates.

The Controller ensures an appropriate level of protection of personal data transferred to third countries in particular by applying standard contractual clauses for the protection of personal data approved by the European Commission.

[Automated decision-making]

Personal data processed for the purposes indicated above will not be subject to automated decision-making, including profiling.

[Joint controllership]

In addition, the Ars Humanitas Foundation indicates that together with Meta Platforms Ireland Limited they act as joint controllers in the scope of processing data for statistics purposes. More information about processing data for page statistics can be found under the link: <https://pl-pl.facebook.com/legal/terms> and the link <https://help.instagram.com/581066165581870>.

9. SOCIAL MEDIA – Twitter

The Controller processes the data of persons who:

- subscribed to the Ars Humanitas Foundation fan page on Twitter (Controller's handle: news_holistic) by clicking "Follow";
- posted their comment, shared it or clicked the "Like" icon under any of the tweets posted on the fan page run by the Ars Humanitas Foundation;
- reposted any materials posted on the Ars Humanitas Foundation Twitter;

- sent a private message to the Ars Humanitas Foundation via the “Send message” function available on the Controller’s Twitter.

In connection with the above, the Controller processes the following types of personal data:

- Twitter identifier (usually containing a first and last name or a nickname beginning with the @ symbol);
- profile photo, if present, or another photo presenting an image;
- information you provide about yourself to the Controller (e.g. by sending a private message, reacting to tweets, the content of comments added or published on the fan page run by the Ars Humanitas Foundation);
- automatically collected technical data regarding the user’s visit to the social media service (e.g. IP address, domain name, browser type).

[Purpose and legal basis for processing]

Within the scope of our activities, we process your data on the basis of the Controller’s legitimate interest (Article 6(1)(f) GDPR), consisting in:

- operating the Ars Humanitas Foundation fan page on the Twitter social media portal on the terms and conditions specified by the administrator of that portal and informing, via it, about the Controller’s activities and operations, promoting events, products and services, building and maintaining a community with the Controller, and for communication via Twitter functionalities such as reactions to tweets, comments, private messages.
- carrying out statistical and advertising purposes carried out using tools provided by that application in order to ensure continuity of communication and to handle enquiries directed to the Controller via this channel;
- possible establishment, pursuit or defence of claims arising in connection with the use of the system.

[Rights of data subjects]

The rights you have in connection with the use of social media operated by the Ars Humanitas Foundation are described in section 5 above. Please remember that at any time you may contact us and object to the processing of your personal data which we process on the basis of our legitimate interest.

[Voluntary provision of data]

Providing data is voluntary; however, failure to provide data results in the inability to achieve the purposes indicated above, including the inability to be a supporter of our profile.

[Recipients of data]

Recipients of data may include: cooperating entities that participate in processes necessary for the technical and organisational support of Twitter: an IT software provider, companies conducting various campaigns and advertisements via social media on behalf of the Ars Humanitas Foundation. Access will also be available to the email and hosting provider and the owner of the Twitter social media portal on non-modifiable rules regarding data determined by Twitter Inc. available at:

<https://twitter.com/en/privacy>; and to other portal users due to the fact that information posted on the portals is public information.

[Duration of processing of personal data]

Your personal data will be deleted if storage of personal data is no longer necessary to achieve the purposes for which it was collected. As a rule, we store personal data for the period:

- until the limitation period expires for potential claims arising in connection with the use of the Twitter portal;
- necessary to document to supervisory authorities in the field of personal data protection the proper fulfilment of the legal obligations incumbent on us,
- until an objection is raised against the processing of data (when data is processed on the basis of a legitimate interest);
- statistical data regarding persons visiting the fan page available via functions available in that social media service will be processed for the period of availability of that data in the service, in accordance with applicable rules.

[Transfer of data outside the EEA]

Processing of your personal data by the Controller may involve transferring this data to countries with a lower level of data protection than in the European Union (so-called third countries), such as the United States. In each such case the Controller will ensure:

- compliance of the transfer of personal data to a country outside the European Economic Area with the GDPR,
- appropriate safeguards for the protection of privacy and the rights and freedoms of employees to whom this data relates.

Data may be transferred, for example, to entities from the Google group. These entities declare that they use standard contractual clauses approved by the European Commission and rely on European Commission adequacy decisions regarding specific countries to which data may be transferred.

[Automated decision-making]

Personal data processed for the purposes indicated above will not be subject to automated decision-making, including profiling.

[Joint controllership]

The provider of the Twitter service, Twitter Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103, USA, and the Ars Humanitas Foundation are joint controllers of your personal data in the scope of processing for statistical and advertising purposes and covering an aggregate analysis of data for the purpose of displaying statistics of activity of Twitter fan page users.

Each of the above-mentioned joint controllers, using the technical means made available within the service, decides on the purposes and means of processing data, but to a different extent; therefore the Foundation bears responsibility only for the data it processes itself.



10. SOCIAL MEDIA – Threads

In this case, the Controller processes the data of persons who:

- subscribed to the Ars Humanitas Foundation fan page on Threads (Controller's handle: holisticnews) by clicking "Subscribe";
- posted their comment, shared it or clicked the "Dislike/Like" icon or "Share" under any of the videos posted on the fan page run by the Ars Humanitas Foundation;
- sent a private message to the Ars Humanitas Foundation via the "Send message" function available in the Service.

In connection with the above, the Controller processes the following types of personal data:

- identifier (usually containing a first and last name or nickname);
- profile photo, if present, or another photo presenting an image;
- information you provide about yourself to the Controller (e.g. by sending a private message, reacting to posts, the content of comments added or published on the fan page run by the Ars Humanitas Foundation);
- automatically collected technical data regarding the user's visit to the social media service (e.g. IP address, domain name, browser type).

[Purpose and legal basis for processing]

Within the scope of our activities, we process your data on the basis of the Controller's legitimate interest (Article 6(1)(f) GDPR), consisting in:

- operating the Ars Humanitas Foundation fan page on the Threads social media portal on the terms and conditions specified by the administrator of that portal and informing, via it, about the Controller's activities and operations, promoting events, products and services, building and maintaining a community with the Controller, and for communication via Threads functionalities such as reactions to posts, comments, private messages.
- carrying out statistical and advertising purposes carried out using tools provided by that application in order to ensure continuity of communication and to handle enquiries directed to the Controller via this channel;
- possible establishment, pursuit or defence of claims arising in connection with the use of the system.

[Rights of data subjects]

The rights you have in connection with the use of social media operated by the Ars Humanitas Foundation are described in section 5 above. Please remember that at any time you may contact us and object to the processing of your personal data which we process on the basis of our legitimate interest.

[Voluntary provision of data]

Providing data is voluntary; however, failure to provide data results in the inability to achieve the purposes indicated above, including the inability to be a supporter of our profile.



[Recipients of data]

Recipients of data may include: cooperating entities that participate in processes necessary for the technical and organisational operation of the Ars Humanitas Foundation profile on Threads, including, among others: IT software providers, companies conducting promotional and advertising campaigns on behalf of the Foundation in social media.

Access to data may also be available to:

- the Foundation's hosting and email service provider,
- the owner of the Threads platform – Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland) – acting under non-modifiable terms specified in Meta's terms and privacy policy, available at: <https://www.threads.net>,
- other Threads users – due to the public nature of interactions and content published in the service (e.g. comments, reactions, shares).

[Duration of processing of personal data]

Your personal data will be deleted if its storage is no longer necessary to achieve the purposes for which it was collected. As a rule, we store personal data for the period:

- until the limitation period expires for potential claims arising in connection with the use of the Threads platform;
- for the period necessary to document to supervisory authorities fulfilment of obligations under personal data protection laws;
- until you effectively object to the processing of data – in the case of processing based on the Controller's legitimate interest;
- statistical data regarding user interactions with the Foundation's profile on Threads (e.g. data made available via Meta Insights functionalities) will be processed for the period of availability of that data within the functions offered by the service operator, in accordance with the platform's applicable rules.

[Transfer of data outside the EEA]

Processing of your personal data by the Controller may involve transferring this data to countries with a lower level of data protection than in the European Union (so-called third countries), such as the United States. In each such case the Controller will ensure:

- compliance of the transfer of personal data to a country outside the European Economic Area with the GDPR,
- appropriate safeguards for the protection of privacy and the rights and freedoms of employees to whom this data relates.

Data may be transferred, for example, to entities from the Google group. These entities declare that they use standard contractual clauses approved by the European Commission and rely on European Commission adequacy decisions regarding specific countries to which data may be transferred.

[Automated decision-making]

Personal data processed for the purposes indicated above will not be subject to automated decision-making, including profiling.

[Joint controllership]

Meta Platforms Ireland Limited (4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland), as the operator of the Threads platform, and the Ars Humanitas Foundation are joint controllers of your personal data in the scope of processing data for statistical purposes, including an aggregate analysis of user activity on the Foundation's profile on Threads.

Joint controllership concerns, in particular, data available via functionalities provided by the platform (e.g. Meta Threads Insights), within which each joint controller decides on the purposes and means of processing data – however, in a separate scope.

The Ars Humanitas Foundation is responsible solely for personal data processed independently, as part of operating and servicing the profile and interactions with service users (e.g. posts, messages, comments, reactions). Any data processed by the Threads platform operator on its own behalf (including for advertising, analytics or service security purposes) is subject to Meta's privacy policy available at: <https://www.threads.net>.

11. SOCIAL MEDIA – LinkedIn

The Controller processes the data of persons who:

- subscribed to the Ars Humanitas Foundation fan page on LinkedIn (Controller's name: Holistic.News) by clicking "Follow";
- posted their comment, shared it or clicked the "Like" icon under any of the posts published on the fan page run by the Ars Humanitas Foundation;
- reposted any materials posted on the Ars Humanitas Foundation LinkedIn;
- sent a private message to the Ars Humanitas Foundation via the "Send message" function available in the Service.

In connection with the above, the Controller processes the following types of personal data:

- identifier (usually containing a first and last name or nickname);
- profile photo, if present, or another photo presenting an image;
- information you provide about yourself to the Controller (e.g. by sending a private message, reacting to posts, the content of comments added or published on the fan page run by the Ars Humanitas Foundation);
- automatically collected technical data regarding the user's visit to the social media service (e.g. IP address, domain name, browser type).

[Purpose and legal basis for processing]

Within the scope of our activities, we process your data on the basis of the Controller's legitimate interest (Article 6(1)(f) GDPR), consisting in:

- operating the Ars Humanitas Foundation fan page on the LinkedIn social media portal on the terms and conditions specified by the administrator of that portal and informing, via it, about the Controller's activities and operations, promoting events, products and services, building and maintaining a community with the Controller, and for communication via LinkedIn functionalities such as reactions to posts, comments, private messages.
- carrying out statistical and advertising purposes carried out using tools provided by that application in order to ensure continuity of communication and to handle enquiries directed to the Controller via this channel;
- possible establishment, pursuit or defence of claims arising in connection with the use of the system.

[Rights of data subjects]

The rights you have in connection with the use of social media operated by the Ars Humanitas Foundation are described in section 5 above. Please remember that at any time you may contact us and object to the processing of your personal data which we process on the basis of our legitimate interest.

[Voluntary provision of data]

Providing data is voluntary; however, failure to provide data results in the inability to achieve the purposes indicated above, including the inability to be a supporter of our profile on LinkedIn.

[Recipients of data]

Recipients of data may include: cooperating entities that participate in processes necessary for the technical and organisational support of LinkedIn: an IT software provider, companies conducting various campaigns and advertisements via social media on behalf of the Ars Humanitas Foundation. Access will also be available to the email and hosting provider and the owner of the LinkedIn social media portal on non-modifiable rules regarding data determined by LinkedIn Ireland Unlimited Company, available at: <https://linkedin.com/legal/privacy-policy> and to other portal users due to the fact that information posted on the portal is public information.

[Duration of processing of personal data]

Your personal data will be deleted if storage of personal data is no longer necessary to achieve the purposes for which it was collected. As a rule, we store personal data for the period:

- until the limitation period expires for potential claims arising in connection with the use of the LinkedIn portal;
- necessary to document to supervisory authorities in the field of personal data protection the proper fulfilment of the legal obligations incumbent on us,
- until an objection is raised against the processing of data (when data is processed on the basis of a legitimate interest);

- statistical data regarding persons visiting the fan page available via functions available in that social media service will be processed for the period of availability of that data in the service, in accordance with applicable rules.

[Transfer of data outside the EEA]

Processing of your personal data by the Controller may involve transferring this data to countries with a lower level of data protection than in the European Union (so-called third countries), such as the United States. In each such case the Controller will ensure:

- compliance of the transfer of personal data to a country outside the European Economic Area with the GDPR,
- appropriate safeguards for the protection of privacy and the rights and freedoms of employees to whom this data relates.

Data may be transferred, for example, to entities from the Google group. These entities declare that they use standard contractual clauses approved by the European Commission and rely on European Commission adequacy decisions regarding specific countries to which data may be transferred.

[Automated decision-making]

Personal data processed for the purposes indicated above will not be subject to automated decision-making, including profiling.

[Joint controllership]

The provider of the LinkedIn service, LinkedIn Ireland Unlimited Company, Wilton Plaza, Wilton Place, Dublin 2, Ireland, and the Ars Humanitas Foundation are joint controllers of your personal data in the scope of processing for statistical and advertising purposes and covering an aggregate analysis of data for the purpose of displaying statistics of activity of LinkedIn fan page users.

Each of the above-mentioned joint controllers, using the technical means made available within the service, decides on the purposes and means of processing data, but to a different extent; therefore the Foundation bears responsibility only for the data it processes itself.

12. ADVERTISEMENTS AND WEBSITE MONETIZATION

1/ The Website may display advertisements provided by external advertising systems, in particular Google AdSense and Google Revenue Manager.

2/ Technical support and management of the advertisement monetization systems used on the Website are conducted by the Fiducia Foundation, with its registered office in Bielsko-Biała (KRS: 0000817648). The Foundation is the entity holding the publisher accounts in these systems and is responsible for their configuration and settlements with advertising service providers.

3/ In connection with the display of advertisements, advertising system providers, in particular Google LLC, may process the data of Website users as independent data controllers, including specifically:



- Cookie identifiers;
- Device and browser identifiers;
- IP address;
- Information regarding user activity on the Website.

4/ This data may be used for the purposes of personalizing advertisements, measuring their effectiveness, and preventing advertising fraud and abuse.

5/ Detailed information regarding the principles of data processing by Google is available in the Google Privacy Policy: <https://policies.google.com/privacy>.