



Privacy Policy

Welcome to Bayler Digital and our website at www.baylerdigital.com. This Privacy Policy describes our practices for collecting, using, protecting, and disclosing the Personal Data we collect from you when you visit our website and use our services.

General Information

What law applies?

In principle, we will only use your Personal Data in accordance with the applicable data protection laws, in particular Poland's Personal Data Protection Act of 10 May 2018 (New Data Protection Act) ("NDPA") and the EU's counterpart the General Data Protection Regulation ("GDPR").

What is Personal Data?

Personal Data is any information relating to personal or material circumstances that relate to an identified or identifiable individual. This includes, for example, your name, date of birth, e-mail address, postal address, or telephone number as well as online identifiers such as your IP address.

What is processing?

"Processing" means any operation or set of operations which is performed upon Personal Data, whether or not by automatic means. The term is broad and covers virtually any handling of data.

Who is responsible for data processing?

The Data Controller within the meaning of the NDPA and the GDPR is Bayler Digital ("Bayler Digital", "we", "us", or "our").

If you have any questions about this policy or our data protection practices, please contact us using support@baylerdigital.com or write to us at the above address.

What are the legal bases of processing?

In accordance with the NDPA and GDPR, we have to have at least one of the following legal bases to process your Personal Data:

- *Consent* – This is where we have asked you to provide explicit permission to process your data for a particular purpose.
- *Contract* – This is where we process your information to fulfill a contractual arrangement we have made with you or reply to your messages, e-mails, posts, calls, etc.
- *Legitimate Interests* – This is where we rely on our interests as a reason for processing, generally this is to provide you with the best products and service in the most secure and appropriate way. Of course, before relying on any of those legitimate interests we balance them against your interests and make sure they are compelling enough and will not cause any unwarranted harm.
- *Legal Obligation* – This is where we have a statutory or other legal obligation to process the information, such as for archiving or investigating crime.

Data we collect automatically

Log data

Even if you do not log in or register on our website, but simply browse our website, data is collected and stored, and processed by us. Specifically, this requires the IP address of your computer, Date and time of access, Name, and URL of the accessed file, Browser used, Number of bytes transferred, Status of the page retrieval, Session ID, and Referrer URL.

Hosting

The hosting service used by us for the purpose of operating our website is [Railway Corp](#). In doing so, Railway Corp processes inventory data, contact data, content data, usage data, metadata and communication data of customers, interested parties, and visitors of our website and services, on the basis of our legitimate interests in an efficient and secure provision of the website and services in conjunction with the provision of contractual services and the conclusion of the contract for our services, including but not limited to our services).

Cookies

We use so-called cookies on our website. Cookies are pieces of information that are transmitted from our web server or third-party web servers to your web browser and stored there for later retrieval. Cookies may be small files or other types of information storage. There are different types of cookies: a) Essential Cookies. Essential cookies are cookies to provide a correct and user-friendly website; and b) Non-essential Cookies. Non-essential Cookies are any cookies that do not fall within the definition of essential cookies, such as cookies used to analyze your behavior on a website (“analytical” cookies) or cookies used to display advertisements to you (“advertising” cookies).

As set out in Poland’s Act on the Provision of Services by way of Electronic Means (“APSEM”) and the EU’s Privacy and Electronic Communications Directive (“PECD”), we need to obtain consent for the use of Non-essential Cookies. For further information on the cookies we use, please refer to our Cookie Policy. The legal basis for processing is our legitimate interest and your consent.

Cookie consent

Our website uses a cookie consent tool CookieLawInfo of [CookieYes LTD](#), to obtain your consent to the storage of cookies and to document this consent. When you enter our website, the following Personal Data is transferred to CookieYes: i) Your consent(s) or revocation of your consent(s); ii) Your IP address; iii) Information about your browser; iv) Information about your device; v) Time of your visit to our website. The basis for processing is our legitimate interest and your consent.

Third-party services and content

We use content or service offers of third-party providers on the basis of our legitimate interests in order to integrate their content and services. This always requires that the third-party providers of this content are aware of the IP address of the user, as without the IP address they would not be able to send the content to their browser. The IP address is therefore necessary for the display of this content.

The following provides an overview of third-party providers and their content, together with links to their privacy policies, which contain further information on the processing of data and so-called opt-out measures, if any,

- Analytics: Google Tag Manager and Google Analytics by [Google LLC](#),
- Remarketing and Advertising: Facebook Remarketing and Conversion Measurement by [Facebook \(Meta Platforms, Inc\)](#)

Please note that both services also place cookies. For further information on the cookies we use, please refer to our Cookie Policy.

Links to other websites

Please note that if you use a link from our website to a third-party website, that third party may also set new cookies that are not covered by this policy. In such cases, we recommend that you read the cookie policy on the third-party website itself.

Data we collect directly

Contacting us

If you contact us, we store and process the following data from you: Name, e-mail address, telephone number as well as other personal data that you provide when contacting us. This data is collected and processed exclusively for the purpose of contacting you and processing your request and then deleted, provided there is no legal obligation to retain it. The legal bases for processing are the contract and our legitimate interest.

We are present on social media (currently [LinkedIn](#)) and if you contact or connect with us via social media websites, we and the relevant social media website are jointly responsible for the processing of your data and enter into a so-called joint controller agreement. The legal basis is our legitimate interest, your consent or, in some cases, the initiation of a contract.

When using our services

The protection of your Personal Data is particularly important to us in the performance of our services. We therefore only want to process as much Personal Data (for example, your name, address, e-mail address or telephone number) as is absolutely necessary. Nevertheless, we rely on the processing of certain Personal Data, to fulfill our contractual obligations to you or to carry out pre-contractual measures and in the context of administrative tasks as well as organization of our business, and compliance with legal obligations, such as archiving.

Administration, financial accounting, office organization, and contact management

We process data in the context of administrative tasks as well as the organization of our business, and compliance with legal obligations, such as archiving. In this regard, we process the same data that we process in the course of providing our contractual services. The processing bases are our legal obligations and our legitimate interest.

Get a Price or Book a Call (Online appointment booking)

We use the service of [Calendly, Inc.](#) for the simplified booking of appointments. By using this service, the data you submit including your Name, Email address and IP Address is transferred to Calendly. The processing of the data entered via Calendly is thus exclusively based on a legitimate interest in simplified appointment arrangement and the initiation of a contract. The data entered by you remains with us until you request us to delete it or the purpose for storing the data no longer applies.

Payment

The provision of payment details is subject to our payment processor [Stripe, Inc.](#) and does currently not take place through our website. For further information, please refer to Stripe's Privacy Policy by clicking on the above link. The legal basis for data processing is the fulfillment of our contractual obligations and the fulfillment of our legal obligations.

Testimonial

Within the Testimonial section, we may display certain Personal Data, share certain details, knowledge, and insights. When you approve and submit your Testimonial to us your consent is obtained, and you have choices about the information in your Testimonial.

The storage of Testimonials is based on your consent. You can revoke your consent at any time. For this purpose, an informal communication by e-mail to us is sufficient. The legality of the data processing operations already carried out remains unaffected by the revocation.

Marketing

Insofar as you have given us your separate consent to process your data for marketing and advertising purposes, we are entitled to contact you for these purposes via the communication channels you have given your consent.

You may give us your consent in a number of ways including by selecting a box on a form where we seek your permission to send you marketing information, or sometimes your consent is implied from your interactions or contractual relationship with us. Where your consent is implied, it is on the basis that you would have a reasonable expectation of receiving marketing communication based on your interactions or contractual relationship with us.

Direct Marketing generally takes the form of e-mail but may also include other less traditional or emerging channels. These forms of contact will be managed by us, or by our contracted service providers. Every directly addressed marketing sent or made by us or on our behalf will include a means by which you may unsubscribe or opt-out.

Economic analyses and market research

For business reasons, we analyze the data we have on business transactions, contracts, inquiries, browsing behavior, etc., whereby the group of persons concerned may include contractual partners, interested parties, and users of our services.

The analyses are carried out for the purpose of business evaluations and market research. The analyses serve us alone and are not disclosed externally and are processed using anonymous analyses with summarized and or anonymized values. Furthermore, we take the privacy of users into consideration and process the data for analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as summarized data).

Principles of Processing Personal Data

Storage and Retention

As far as necessary, we process and store your personal data for the duration of our business relationship, which also includes, for example, the initiation and execution of a contract.

In addition, we are subject to various storage and documentation obligations, which result from the minimum statutory retention periods in accordance with the Polish National Revenue Administration and Secretary of State in the Ministry of Finance, among others. The retention and documentation periods specified there are two to ten years.

Security

Our website uses SSL or TLS encryption to ensure the security of data processing and to protect the transmission of confidential content, such as orders, login data or contact requests that you send to us. We have also implemented numerous security measures (“technical and organizational measures”) for example encryption or need-to-know access, to ensure the most complete protection of Personal Data processed through our website.

Nevertheless, Internet-based data transmissions can always have security gaps, so that absolute protection cannot be guaranteed. And databases or data sets that include Personal Data may be breached inadvertently or through wrongful intrusion. Upon becoming aware of a data breach, we will notify all affected individuals whose Personal Data may have been compromised as expeditiously as possible after which the breach was discovered.

Special Category Data

Unless specifically required when using our services and explicit consent is obtained for that service, we do not process special category data.

Automated decision-making

Automated decision-making is the process of making a decision by automated means without any human involvement. Automated decision-making including profiling does not take place.

Do Not Sell

We do not sell your Personal Data.

Sharing and Disclosure

We will not disclose or otherwise distribute your Personal Data to third parties unless this is a) necessary for the performance of our services including our shipping forwarder and, b) you have consented to the disclosure, c) or if we are legally obliged to do so e.g., by court order or if this is necessary to support criminal or legal investigations or other legal investigations or other legal proceedings; or proceedings at home or abroad or to fulfill our legitimate interests.

International Transfer

We may transfer your Personal Data to other companies as necessary for the purposes described in this Privacy Policy. In order to provide adequate protection for your Personal Data when it is transferred, we have contractual arrangements regarding such transfers. We take all reasonable technical and organizational measures to protect the Personal Data we transfer.

Your Rights and Privileges

Privacy rights

Under the NDPA and the GDPR, you can exercise the following rights:

- *Right to information*
- *Right to rectification*
- *Right to deletion*
- *Right to data portability*
- *Right of objection*
- *Right to withdraw consent*
- *Right to complain to a supervisory authority*
- *Right not to be subject to a decision based solely on automated processing.*

If you have any questions about the nature of the Personal Data we hold about you, or if you wish to exercise any of your rights, please contact us.

Updating your information

If you believe that the information we hold about you is inaccurate or that we are no longer entitled to use it and want to request its rectification, deletion, or object to its processing, please do so by contacting us.

Withdrawing your consent

You can revoke the consents you have given at any time by contacting us. The legality of the data processing carried out until the revocation remains unaffected by the revocation.

Access Request

In the event that you wish to make a Data Subject Access Request, you may inform us in writing of the same. We will respond to requests regarding access and correction as soon as reasonably possible. Should we not be able to respond to your request within thirty (30) days, we will tell you why and when we will be able to respond to your request. If we are unable to provide you with any Personal Data or to make a correction requested by you, we will tell you why.

A supervisory authority

You have the right to ask about the processing of Personal Data by a supervisory authority responsible for data protection. The supervisory authority in relation to our services is the Office of Personal Data

Protection (“OPDP”), ul. Stawki 2, 00-193 Warsaw, <https://uodo.gov.pl/> However, we would appreciate the opportunity to address your concerns before you contact the OPDP.

Validity and questions

This Privacy Policy was last updated on Friday, 23rd June 2023, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary.

If you have any questions about this policy or our data protection practices, please contact us using support@baylerdigital.com or write to us at the above address.