

## **PRIVACY POLICY OF PIGEON STUDIO SP. Z O. O.**

This Privacy Policy (hereinafter referred to as: “**Policy**”) was published May 24th, 2018 and updated January 31, 2022.

In Pigeon we are committed to protect and respect your privacy in compliance with 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, repealing Directive 95/46/EC (hereinafter referred to as: “**GDPR**”). This Policy explains when and why we collect your personal information, how we use it, the conditions under which we may disclose it to others and how we keep it secure. The Policy applies to the use of all services we provide electronically through our website: [www.studiopigeon.com](http://www.studiopigeon.com).

The personal data controller is the company Pigeon Studio sp. z o. o., with its registered office at Starowislna 13, 31-038 Krakow, entered into the register of entrepreneurs kept by the District Court for Krakow, 11<sup>th</sup> Commercial Division of the National Court Register under KRS no. 0000916647, Tax Id No. (NIP) 6762601468 and Statistical ID No. (REGON) 38968839000000 (hereinafter referred to as: “**Controller**” or “**Company**”).

### **PURPOSE OF PERSONAL DATA PROCESSING**

Users’ personal data are processed by the Controller for the following purposes:

- a. to provide services you use on our website (e.g. information services, search services, contact services);
- b. to provide services to which you specifically agreed – this includes newsletter and any other marketing content you chose to receive. Your content can be withdrawn at any time, which will result in the discontinuance of the services provided thereunder. All our marketing content contain unsubscribe links.

### **CATEGORIES OF PERSONAL DATA PROCESSED**

We collect information such as name, e-mail address and phone number, when you send us a message via our contact services. Giving us your name, e-mail address and phone number is necessary to answer your query and to provide you with the service and/or contract.

Once you sign up for the newsletter, we collect only your e-mail address. If you agree to receive other marketing communications from Pigeon, we’ll collect your name, e-mail address and phone number. If you sign up for marketing, we’ll use your information to make that marketing relevant. We will not provide your personal information to any third parties for the purpose of direct marketing without your express consent. If you sign up to an event, we’ll use your information to keep you up to date with that event (like live presentations).

Pigeon maintains a strict opt-in policy in regard to its email communications. We only send email to individuals who have subscribed or as part of an ongoing relationship we have with an individual or business. If you believe you have received unwanted, unsolicited email sent via this system or purporting to be sent via this system, please forward a copy of that email with your comments to [policy-gdpr@studiopigeon.pl](mailto:policy-gdpr@studiopigeon.pl) for review.

We collect your name, your e-mail address, your phone number and information included in CV if you take part in our recruitment process. We also collect your data when you interact with us in person, through correspondence, by phone or by social media.

When you use our website, we also collect information about how you use the site. This helps us to make our website easier to use and the content more useful. We may collect, store and use the following kinds of personal information:

- a. information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type, referral source, length of visit, entry & exit points and number of page views).
- b. information about how you interact with our emails (including opens, clicks and preference information)

- c. due to the need to prevent Internet robots from performing certain functions on the demo e-commerce, we use the Google reCAPTCHA mechanism that is checking whether the someone's behavior look like robots. In this case, we may disclose your IP address to Google LLC.
- d. any other information that you choose to send to us.

## DATA STORAGE LOCATION

Some of the companies we work with are based outside the EEA which means they have more lenient data protection laws (e.g. United States – due to use of Hubspot, Podio etc.). Information that we collect may be stored, processed in and transferred between any of the countries in which we operate, in order to enable us to use it. However, we only work with companies who we trust to keep your information safe and we share the minimum amount of information necessary to provide our services.

DATA	RETENTION	PERIOD
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We store personal data for as long as we find it necessary to fulfill the purpose for which the personal data was collected. When the personal data that we have collected is no longer required, we delete it in a secure manner. We may process data for statistical purposes, but in such cases, data will be anonymized.

## DISCLOSURES

We won't sell or rent information about you. We may disclose information about you to any of our employees, officers, agents, suppliers or subcontractors insofar as reasonably necessary for the purposes set out in this Policy (e.g. suppliers assisting in data analysis, suppliers assisting in managing newsletter etc.). In addition, we may disclose information about you:

- a. to the extent that we are required to do so by law;
- b. in connection with any legal proceedings in relation to which we are obliged to do so;
- c. in order to establish, exercise or defend our legal rights.

In the event of a sale, merger, consolidation, liquidation, reorganization, or acquisition, any acquirer will be subject to our obligations under this Policy, including your rights to access and choice. We will notify you of the change either by sending you an email or posting a notice on our website.

Except as provided in this Policy, we will not provide your information to third parties.

## SECURITY OF INFORMATION

We will take reasonable technical and organizational precautions to prevent the loss, misuse or alteration of your personal information. We continually adapt our security measures in line with technological progress and developments. We will store all the personal information you provide on our secure (password protected, and firewall protected) servers.

## YOUR RIGHTS

You have following rights connected with processing your data:

- a. **right to access** - you may instruct us to provide you with any personal information we hold about you by emailing your request to [privacy-gdpr@studiopigeon.pl](mailto:privacy-gdpr@studiopigeon.pl) or by writing to us our address;
- b. **right to object to direct marketing** - you may instruct us not to process your personal information for marketing purposes by email at any time by using the unsubscribe link in a marketing email you receive or by emailing [privacy-gdpr@studiopigeon.pl](mailto:privacy-gdpr@studiopigeon.pl) with your request;
- c. **right to update or correct information** - please let us know if the personal information which we hold about you needs to be corrected or updated by emailing [privacy-gdpr@studiopigeon.pl](mailto:privacy-gdpr@studiopigeon.pl);
- d. **right to be forgotten** - you have the right to ask us to delete the personal information that we have about you by emailing [privacy-gdpr@studiopigeon.pl](mailto:privacy-gdpr@studiopigeon.pl);

- e. **right to complain with a supervisory authority** - you have right to complain with the way in which your personal data has been processed by applying to the national supervisory authority for decision. The supervisory authority can be contacted in Poland via data provided on website: GODO [www.giodo.gov.pl](http://www.giodo.gov.pl)

## COOKIES AND ANALYTICS

We use cookies and analytics technologies to gather usage and performance information about our web page. This information helps us analyze our website usage and web page performance.

A cookie consists of information sent by a web server to a web browser and stored by the browser. The information is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both session cookies and persistent cookies on the website. We will use the session cookies to keep track of you whilst you navigate the website. We will use the persistent cookies to enable our website to recognize you when you visit.

Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ("**Google**") Google Analytics uses "cookies", which are text files placed on your computer to help the website analyze how the site is used. The information generated by the cookie about your use of the website will be transmitted to and stored by Google on servers in the United States. However, in the case of activated IP anonymization on this website, your IP address is truncated by Google beforehand within member states of the European Union or in other states in the European Economic Area which are party to the agreement.

Only in exceptional cases is a full IP address transmitted to a Google server in the United States and truncated there. On behalf of this website's owner, Google will use this information to evaluate your use of the website, compile reports about website activities, and provide the website's operator with further services related to website and Internet usage. The IP address sent from your browser as part of Google Analytics is not merged with other data from Google.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this, you may not be able to use the full functionality of this website. In addition, you can prevent data generated by the cookie and related to your use of the website (including your IP address) from being collected and processed by Google, by downloading and installing a browser plug-in from the following link: <http://tools.google.com/dlpage/gaoptout?hl=en>

Our website uses VWO for A/B Testing and Conversion Optimization. VWO uses cookies to run tests and to track user information. The cookies keep track of the variation a user has viewed and help to serve the same variation to the user consistently; track goals completed by a user; and determine whether a user is a part of a test. In case you want to opt out of tracking by Visual Website Optimizer, simply input the website URL [here](#).

## SOCIAL PLUG-INS

Our website uses Social Plugins ("**Plugins**") from the social network [facebook.com](http://facebook.com), operated by Meta Platforms Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA ("**Facebook**"). These plugins can be identified by the Facebook logo or by the "Like" button. A list of plug-ins can be found at <http://developers.facebook.com/docs/plugins/>.

When you visit one of our web pages with this plugin installed, your browser creates a direct connection to the Facebook server. By connecting the plugin, Facebook receives the information that you have visited the corresponding page of our website with your IP address. If you click on the "Like" button while you are logged into your Facebook account you can link the content on our site with your Facebook Profile.

As operator of the website we receive no information regarding the nature of the data sent to Facebook or how it is used. More information can be found at <http://de-de.facebook.com/policy.php>

If you do not want Facebook to collect data about you via our website, you must log out of Facebook prior to visiting our website.

We use Mouseflow solution to see how you are using our website. This is anonymous, so we can't see any personal data (even those inputted into contact form).

If you want to find out more about how Mouseflow protect your information, please click [here](#) to access their privacy policy.

Below you can find information with regards to cookies:

Pipedrive - <https://www.pipedrive.com/en/privacy#1-definitions>

Google Analytics

<https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usaq>

VWO

<https://vwo.com/knowledge/what-are-the-cookies-stored-by-vwo/>

## **INTEGRATIONS AND PARTNERSHIPS**

Pigeon has partnered with a range of third party software and service providers. This section lists our third-party partnerships, explains what they do and why we trust them to handle your information on our behalf.

- a. Mailchimp - we use Mailchimp to handle email marketing and newsletter sending. If you want to find out more about how Mailchimp protect your information, please click [here](#) to access their privacy policy.
- b. Zapier - we use this software solution to connect and automate all mentioned channels of communication. If you want to find out more about how Zapier protect your information, please click [here](#) to access their privacy policy.
- c. Podio - we use Podio as our base CRM which mean it stores all our collected data. If you want to find out more about how Podio protect your information, please click [here](#) to access their privacy policy.
- d. Hubspot - we use Hubspot as our second CRM which stores information about our clients specifically. If you want to find out more about how Hubspot protect your information, please click [here](#) to access their privacy policy.
- e. Google adwords - Adwords are used to provide ads in the internet that may be profiled according to your preferences.
- f. Google tag manager - Google Tag Manager helps make tag management simple, easy and reliable by allowing marketers and webmasters to deploy website tags all in one place. If you want to find out more about how Google Tag Manager protect your information, please click [here](#) to access their privacy policy.
- g. Intercom - Intercom is a software that takes care over communication on our website in a form of a chat. If you want to find out more about how Intercom protect your information, please click [here](#) to access their privacy policy.

## **TRACKING**

When we send you emails, we may include a tracking image and web analytics code to allow us to determine the number of people who have interacted with our emails. When you click on a link in an email, we may record this individual response to allow us to customize our offerings to you. This tracking collects only limited information such as webpage viewed, time and date.

## **THIRD PARTY WEBSITES**

The website may contain links to other websites. We are not responsible for the privacy policies or practices of third party websites.

## **PRIVACY POLICY AMENDMENTS**

This Policy will be updated from time to time and the latest version will always be on our website. If significant changes are made which may impact you, we will also notify these changes in advance via email.

## **CONTACT**

If you have any questions about this privacy policy or our treatment of your personal information, please contact [privacy-gdpr@studiopigeon.pl](mailto:privacy-gdpr@studiopigeon.pl) or write to: Pigeon Studio sp. z o.o. ul. Starowińska 13, 31-038 Kraków, Poland.