

Our Cookies, Data Processing & Protection Policy

Since May 25, 2018, the General Data Protection Regulation (GDPR) has been in effect in Poland and other European Union countries. Therefore, we would like to provide some details on how GRO-LAB processes personal data.

The data controller is GRO-LAB Prosta Spółka Akcyjna ("GRO-LAB"; address: ul. Długa 29, 00-238 Warsaw). Data is processed for contact purposes, including providing information on legal changes, regulatory practices, and other matters such as events related to current legal, economic, and cultural issues, including through the distribution of GRO-LAB newsletters. This is based on legitimate interests under Article 6(1)(f) of GDPR. Data may also be processed when necessary for entering into or performing a contract and fulfilling legal obligations incumbent on GRO-LAB, pursuant to Article 6(1)(b) and (c) of GDPR. Data may be shared with entities supporting GRO-LAB in achieving these purposes, including IT infrastructure providers. Providing data is voluntary, but required in contractual relationships. You may object to data processing or request access, rectification, erasure, restriction, or transfer of data. Data is retained until an objection is made or, in contractual relationships, for the duration of the contract and thereafter for a period required by archiving and limitation regulations. Everyone has the right to lodge a complaint with the President of the Personal Data Protection Office. Privacy-related queries may be directed to GRO-LAB's Data Protection Officer at: pdo@gro-lab.com.pl.

I. General Information

1. This Cookie Policy (hereinafter "Cookie Policy") of the website <https://www.gro-lab.com.pl> (hereinafter "Website") is intended for Website users and defines the types, scope, and usage of cookies on the Website, as well as user rights and obligations.

II. Collected Information

1. The Website uses cookies (small text files sent to the user's device, identifying them to simplify or cancel a given operation) to collect information related to user activity on the Website.
2. Information (including personal data) collected through cookies is processed by GRO-LAB for purposes arising from its legitimate interests, as described below. Accordingly, users have the right to access, correct, delete, restrict, or object to the processing of their personal data, and the right to lodge a complaint with the Personal Data Protection Office.
3. The Website uses the following types of cookies:
 - a) **Necessary cookies** – used to ensure the Website functions properly, enables navigation and use of core features, remembers user preferences, and ensures security. These cookies are essential and cannot be disabled as they are required for Website functionality.
 - b) **Analytical cookies** – used to improve Website performance, collect information on how users interact with the Website, improve functionality, personalize experiences, and create analytics and viewing statistics.
4. Types of cookies by browser storage period:

a) **Session cookies** – stored on the user's device until the browser session ends. They are then permanently deleted.

b) **Persistent cookies** – stored on the user's device for a defined period or until manually deleted. They remain after browser sessions or device shutdowns.

5. Types of cookies by source:

a) **First-party cookies** – set by the Website's servers.

b) **Third-party cookies** – set by servers of websites other than the Website.

III. Cookie Settings

1. The Website uses necessary cookies that are essential and cannot be disabled. Analytical cookies are used only with user consent, expressed by selecting the appropriate option upon first visiting the Website, adjusting cookie settings in the Cookie Settings panel, or configuring browser settings. Consent to analytical cookies is voluntary.
 2. Before giving consent, users are informed of the purposes of using analytical cookies and the ability to change settings at any time.
 3. Users may withdraw consent to analytical cookies and change cookie settings at any time via the Cookie Settings panel or by deleting cookies from their device.
 4. Additionally, users may change cookie settings in their browser at any time. Detailed information on how to adjust cookie settings is available in the help sections of the most popular browsers.
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IV. Data Processing via Register Form

1. Data sent to GRO-LAB via the register form on the Website is processed for the following purposes:

1. Service Provision and Management

- To provide, maintain, and improve our services
- To process and fulfill your registration request
- To enable future access to our platform and its features
- To deliver in future requested services and content
- To manage our relationship with you
- To administer and operate our business

2. Communication and Notifications

- To send you service-related communications and notifications
- To respond to your inquiries, requests, and feedback
- To provide customer support and assistance

- To send important updates about our services
- To communicate changes to our terms, policies, or services
- To send confirmations and acknowledgments
- To notify you about new features or services
- To send reminders and alerts relevant to your use of our services

3. Marketing and Promotional Activities

- To send you marketing communications and promotional materials
- To inform you about special offers, promotions, and events
- To provide information about products or services that may interest you
- To conduct market research and surveys
- To understand your preferences and interests
- To develop targeted marketing campaigns
- To measure the effectiveness of our marketing activities
- To create and distribute newsletters and updates
- To promote our brand and services
- To engage with you through various communication channels

4. Analytics and Business Intelligence

- To analyze how our services are used and accessed
- To understand user behavior and preferences
- To generate statistical and demographic information
- To conduct data analysis and research
- To improve our business operations and strategies
- To evaluate the performance of our services
- To identify trends and patterns in user activity
- To measure engagement and conversion rates
- To assess the effectiveness of our marketing campaigns
- To develop insights for business decision-making

5. Technical Operations and Maintenance

- To optimize our technical infrastructure
- To ensure the proper functioning of our website and systems
- To test new features and functionalities

6. Security and Fraud Prevention

- To maintain audit logs and security records
- To respond to security incidents and breaches

7. Legal Compliance and Obligations

- To comply with applicable laws, regulations, and legal requirements
- To respond to legal processes, court orders, and government requests
- To fulfill our regulatory and reporting obligations
- To maintain records as required by law
- To cooperate with law enforcement and regulatory authorities
- To defend our legal rights and interests
- To resolve disputes and legal claims
- To comply with tax and accounting requirements
- To meet contractual obligations to third parties

8. Quality Assurance and Improvement

- To evaluate and improve the quality of our services
- To monitor customer satisfaction and feedback
- To conduct quality control assessments
- To identify areas for service enhancement
- To test and develop new products and services
- To innovate and create new features
- To enhance user experience and interface design
- To optimize service delivery and performance
- To benchmark our services against industry standards

9. Business Operations and Development

- To plan and execute our business strategy
- To manage business relationships and partnerships
- To conduct business planning and forecasting
- To evaluate business opportunities and initiatives
- To assess the feasibility of new projects

10. Geographic and Demographic Analysis

- To understand the geographic distribution of our users

- To analyze regional preferences and trends
- To localize our services for different markets
- To optimize content and offerings for specific regions
- To comply with location-specific regulations
- To provide location-relevant information and services
- To understand demographic characteristics of our user base
- To segment our audience for targeted services

11. Customer Relationship Management

- To build and maintain customer relationships
- To manage customer interactions and touchpoints
- To track customer history and preferences
- To provide personalized recommendations
- To enhance customer loyalty and retention
- To identify and reward valuable customers
- To manage customer feedback and complaints
- To improve customer satisfaction and experience

12. Research and Development

- To conduct research for product and service development
- To test hypotheses and business models
- To develop new technologies and methodologies
- To explore emerging trends and opportunities
- To collaborate with research partners and institutions
- To contribute to industry knowledge and best practices
- To innovate in our field of operation
- To advance our technical capabilities

13. Performance Measurement and Reporting

- To measure key performance indicators and metrics
- To generate reports for internal and external stakeholders
- To evaluate return on investment and profitability
- To assess operational efficiency and effectiveness
- To monitor progress toward business objectives

- To support evidence-based decision making
- To benchmark performance over time

14. Network and Community Building

- To facilitate connections between users
- To build and manage user communities
- To enable social features and interactions
- To foster engagement and collaboration
- To create networking opportunities
- To facilitate knowledge sharing and exchange
- To support community-driven initiatives

15. Personalization and Customization

- To tailor content and services to individual preferences
- To provide personalized recommendations and suggestions
- To customize user interfaces and experiences
- To remember user settings and preferences
- To deliver relevant content based on user interests
- To adapt services to user behavior and patterns
- To optimize the relevance of communications

16. Integration with Third-Party Services

- To integrate with partner platforms and services
- To enable data sharing with service providers
- To facilitate third-party functionalities and features
- To support ecosystem partnerships
- To provide seamless cross-platform experiences
- To enable social media integration and sharing
- To work with analytics and advertising partners

17. Archive and Record Keeping

- To preserve data for future reference
- To support long-term data retention requirements
- To maintain institutional knowledge and memory
- To enable retrospective analysis and research

- To comply with data retention policies and regulations
- To support continuity of operations

18. Training and Education

- To develop training materials and programs
 - To educate users about our services and features
 - To provide tutorials and guidance
 - To train our staff and personnel
 - To improve service delivery through education
 - To create knowledge bases and resources
2. Users have the right to access the stored data and request its deletion. These rights can be exercised by contacting GRO-LAB at: pdo@gro-lab.com.pl
 3. Data collected via the contact form is not shared with third parties.

V. Contact

Any additional questions or information related to this Cookie Policy may be sent to: pdo@gro-lab.com.pl

VI. Final Provisions

1. The rules outlined in this Cookies, Data Processing & Protection Policy are governed by Polish law.