

INFORMATION CLAUSE
for the contact form at the Doctoral Academy of
Andrzej Frycz Modrzewski Krakow University

As of 25 May 2018, the provisions of 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 – hereinafter “GDPR”), are applicable. Therefore, pursuant to Article 13(1) and (2) of the Regulation, we would like to provide you with the following information:

Who is the controller of personal data?

The controller of the personal data you provide will be Andrzej Frycz Modrzewski Krakow University (“UAFM”) with its registered seat in Krakow (30-705), ul. Gustawa Herlinga-Grudzińskiego 1.

The controller has appointed a Data Protection Officer who can be contacted in matters related to personal data processing via e-mail at: iodo@uafm.edu.pl or by traditional mail sent to the Controller’s address.

What is the purpose and legal basis of personal data processing?

Personal data will be processed for the purpose of responding to your question included in the contact form.

Additionally, personal data in the form of your first name, surname, telephone number and e-mail address will be processed for marketing purposes, including direct marketing, remarketing, delivery of a newsletter, as well as for entering the data into a customer list and processing them within such customer list (e.g. using Customer Match).

The above-mentioned marketing purposes may consist, among other things, in sending you, by electronic mail to the e-mail address indicated by you, commercial information concerning products, services, promotions and events related to Andrzej Frycz Modrzewski Krakow University.

Furthermore, your personal data, including the e-mail address provided, will be used for creating a list of customers (advertising recipients). This list, after prior encryption of the data contained therein, will be analysed using Google Ads and Meta Ads tools, including Customer Match.

The legal basis for processing personal data in the above scope, in connection with your consent to receiving UAFM marketing activities addressed to you, is:

- article 6(1)(f) GDPR – the Controller’s legitimate interest consisting in proper handling of interested persons, including responding to questions addressed to it;
- article 6(1)(f) GDPR – the Controller’s legitimate interest consisting in performing statistical analyses and evaluating the effectiveness of marketing activities, in particular in an aggregated or anonymised manner;
- article 6(1)(a) GDPR and Article 398 of the Act of 12 July 2024 – Electronic Communications Law (Journal of Laws 2024, item 1221 of 9 August 2024) – your consent to:
 - a. receiving commercial information by electronic means (newsletter, direct marketing),
 - b. conducting remarketing activities,
 - c. processing data as part of creating groups of advertising recipients/customer lists (Customer Match),
 - d. transmitting data in encrypted form to advertising service providers (Google Ads and Meta Ads) for the purpose of carrying out marketing and analytical activities.

Is it necessary to provide your personal data for marketing purposes?

Providing personal data is voluntary, however it is necessary in order to respond to the question included in the contact form and to receive information and marketing offers.

What are the categories of recipients?

The envisaged categories of data recipients are employees and collaborators of UAFM authorised by the Controller, as well as other entities authorised on the basis of agreements concluded by UAFM or by law.

The personal data provided may be transferred to entities with which UAFM cooperates in connection with its business activities, entities performing analytical, marketing or IT services, as well as entities intermediating or supporting marketing activities undertaken by UAFM.

What rights do you have?

You have the right to access your data and obtain a copy of the data, as well as the right to rectify, erase, request restriction of processing, and the right to data portability and to object, under the terms set out in the GDPR. You also have the right to withdraw your consent at any time, without affecting the lawfulness of processing carried out on the basis of consent before its withdrawal. Consent may be withdrawn in writing or electronically, sent to the data Controller.

Can you lodge a complaint regarding data processing, and where?

You have the right to lodge a complaint with the President of the Personal Data Protection Office if you consider that the processing of your personal data infringes GDPR provisions.

How long will your data be processed and stored?

Personal data will be processed and stored until the above-mentioned purposes have been achieved, and after that time they may be processed and stored for the period of limitation of potential claims. In the case where consent has been given, personal data will be processed until the consent is withdrawn.

Will the data be processed in an automated way?

The above data may be processed in an automated manner, including being subject to profiling. Such processing of the above data will be used, among other things, to assess the information held or to be held by the data Controller. This profiling will not lead to automated decision-making producing legal effects concerning you or similarly significantly affecting your situation.

Will data be transferred to third countries?

The Controller does not intend, on its own, to transfer your personal data to third countries or international organisations. However, given that nowadays many entities – even those located within the territory of the European Union – have server bases all over the world, including in countries whose legal systems provide a narrower scope of personal data protection, the personal data entrusted may be transferred – independently of the Controller – to third countries outside the European Economic Area.