

Pursuant to the requirements 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) (“GDPR”), in particular Article 13 thereof, Andrzej Frycz Modrzewski Krakow University hereby informs as follows:

I. The controller of your personal data is **Andrzej Frycz Modrzewski Krakow University**, with its registered office at ul. Gustawa Herlinga-Grudzińskiego 1, 30-705 Kraków (hereinafter: the “Controller”).

II. The Controller may be contacted via e-mail at: **iodo@uafm.edu.pl**. The Controller’s website is available at: **www.uafm.edu.pl**.

III. Your personal data will be processed for contact purposes (including responding to inquiries submitted via the contact form) as well as for informational and promotional purposes relating to the Controller’s activities, including the conduct of marketing activities, including direct marketing and remarketing.

IV. The legal basis for the processing of personal data referred to in Section III above shall be as follows:

a) **Article 6(1)(f) of the GDPR**, i.e. the legitimate interest of the Controller consisting in responding to inquiries submitted via the contact form;

b) **Article 6(1)(a) of the GDPR in conjunction with Article 398 of the Act of 12 July 2024 – Electronic Communications Law**, i.e. the consent granted by you;

c) **Article 6(1)(f) of the GDPR**, i.e. the legitimate interest of the Controller consisting in the marketing of its own services, including conducting informational and promotional activities concerning the Controller’s activities, analysing the effectiveness of marketing activities, and creating audience groups using data in encrypted form.

The marketing purposes referred to above may include, in particular, providing you, to the e-mail address indicated by you, with commercial information concerning products, services, promotions and events related to the Controller’s activities.

Furthermore, your personal data, including the e-mail address provided by you, will be used to create a customer list which, following prior encryption of the data contained therein, will be analysed using marketing tools.

V. The provision of your personal data is voluntary; however, failure to provide such data may result in the inability to contact you, respond to your inquiry, or provide you with commercial information.

VI. Your personal data may be transferred or disclosed solely to entities authorised to receive such data under applicable law or pursuant to relevant authorisations or agreements concluded by the Controller. Participation in a chat during an online event may involve the disclosure of identification data (e.g. a username) to other participants of the event and to operators of social media platforms (Facebook, YouTube, Instagram), in accordance with their respective terms and conditions.

VII. Your personal data will be processed and stored for the period necessary to achieve the above-mentioned purposes or until such time as consent is withdrawn.

VIII. You have the right to access the content of your personal data and to request its rectification, as well as the right to restrict processing, the right to data portability, and the right to object to the processing of your data – in cases and under the conditions specified in the GDPR. You also have the right to withdraw your consent at any time. Withdrawal of consent shall not affect the lawfulness of processing carried out on the basis of consent prior to its withdrawal. Consent may be withdrawn in written or electronic form submitted to the Controller.

IX. The Controller does not intend, on its own initiative, to transfer your personal data to a third country or an international organisation; however, due to the international nature and operational scope of entities such as Facebook, Instagram or YouTube, such transfer may occur independently of the Controller.

X. You have the right to lodge a complaint with the **President of the Personal Data Protection Office (UODO)** if you consider that the processing of your personal data violates the provisions of the GDPR.

XI. Your personal data will not be subject to automated decision-making, including profiling, as referred to in **Article 22(1) and (4) of the GDPR**.