

# GPM Sp. z o.o.

## PRIVACY POLICY

*GPM Affiliate & Performance Marketing Platform*

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Platform: <https://mainaff.com>

Contact: [info@gpmarketing.eu](mailto:info@gpmarketing.eu)

Registered office: ul. Długa 29, 00-238 Warsaw, Poland

KRS: 0001159825 | NIP: 5253037786

## Introduction

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This Privacy Policy explains who is the controller of your personal data, for what purpose, to what extent, and for how long your data will be processed. It also sets out to whom and under what conditions we may disclose your data, and what rights you have in connection with such processing.

We have prepared this Privacy Policy to ensure you can find all the information required by 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, applicable since 25 May 2018 (“GDPR”).

Whenever we refer to “data” below, we mean your personal data that you have provided to us or that we have obtained from other sources – such as your name, email address, or phone number.

## Who is the Controller of my Personal Data?

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The controller of your personal data is GPM Sp. z o.o. with its registered office in Warsaw, ul. Długa 29, 00-238 Warsaw, entered in the Register of Entrepreneurs of the National Court Register under number 0001159825, whose records are held at the District Court for the capital city of Warsaw, 13th Commercial Division of the National Court Register; NIP: 5253037786; share capital: PLN 5,000.

## How can I contact you regarding my Personal Data?

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The processing of our Clients’ personal data is supervised by our appointed Data Protection Officer. You may contact them:

- by email at: [info@gpmarketing.eu](mailto:info@gpmarketing.eu)
- in writing at: GPM Sp. z o.o., ul. Długa 29, 00-238 Warsaw, Poland

## In what situations do you process my Personal Data?

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We process your personal data whenever you use our services, for example:

- when you use advertisements or technical solutions we have prepared to support payment transaction processing;
- when you represent your organisation in signing a contract or act as a designated contact person;
- when you use our analytics services;
- when you submit a query or complaint to us;
- when we send you marketing information about us or our business partners;
- when you consent to us processing your phone number or email address;
- when requested by other controllers of your data who provide services to you, such as payment service providers or lending institutions.

## Do I have to provide my data?

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Providing your data is voluntary; however, certain data may be necessary in order to enter into a contract and properly deliver our services, or to fulfil legal obligations we are required to comply with.

## What data do you process?

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We process both data you have provided to us directly and data we have generated ourselves (e.g. using cookies or other tools). We ensure that we process only the data necessary for the purpose for which it is collected (data minimisation). For example:

- If you represent your organisation in signing a contract or act as a designated contact person – we process inter alia your name, job title, phone number, and email address.
- If you have given your consent – we process data related to the given consent for analytics and profiling purposes, including data on completed payments.
- We process data provided by the device you use when accessing our services (device fingerprint, cookies).
- With your explicit consent, we may process biometric data.

## For what purpose do you process my data?

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We process your data primarily for purposes necessary to enter into and perform a contract, including handling complaints, or to take pre-contractual steps at your request. We also process data for other legitimate purposes:

1. monitoring your activity on our platforms (including using cookies and other tools we employ);
2. profiling your interests and needs (also using cookies) so that we direct only those services to you that may be of interest;
3. direct marketing of our products and services – enabling us to inform you about our offering;
4. obtaining your feedback on the services we provide;
5. establishing, asserting, and defending potential claims arising from our business activities;
6. monitoring, preventing, and detecting potential fraud or abuse committed through our services;
7. assessing the risk associated with the provision of certain services;
8. performing contracts with business partners and contacting them in connection with their performance.

If you have given your consent, we may send you our newsletter or contact you about new offers by phone, email, SMS, or other messaging services (e.g. WhatsApp, Telegram). If we decide to process your data for a purpose other than the one for which it was collected, we will inform you and request your consent, to the extent required by law.

## What is the Legal Basis for processing my data?

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The legal basis for processing your data is:

1. conclusion and performance of a contract;
2. your consent;
3. the legitimate interests of the controller;

4. compliance with our legal obligations under applicable law, including inter alia:
  - Accounting Act of 29 September 1994;
  - Value Added Tax Act of 11 March 2004;
  - Banking Law Act of 29 August 1997;
  - Act on Electronic Services of 18 July 2002;
  - Electronic Communications Law Act of 12 July 2024;
  - Act on Handling Complaints by Financial Market Entities of 5 August 2015;
  - Act on Out-of-Court Consumer Dispute Resolution of 23 September 2016;
  - Personal Data Protection Act of 10 May 2018;
  - Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR).

## Why do you send me emails?

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You receive emails from us in the following situations:

1. you have sent us an email and are expecting a reply;
2. you are a user of our service and we are contacting you about the conclusion or performance of a contract;
3. we are contacting you for the purpose of handling a complaint;
4. we are contacting you on behalf of one of our Partners;
5. you have consented to receiving commercial information about us or our Partners;
6. applicable law requires us to deliver specific information to you, e.g. information required under consumer protection legislation.

If you believe you are not the intended recipient of a message, please notify us at [info@gpmarketing.eu](mailto:info@gpmarketing.eu) and delete the message without opening any attachments.

## How long will you process my data?

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We will process your data for the shortest possible period. The data retention period for individual cases is as follows:

1. Where we process your data on the basis of a contract – processing will continue for the duration of the contract and the limitation period for any potential claims.
2. Where you have consented to processing for a specified purpose – we will process your data until you withdraw your consent.
3. Data processed on the basis of a legitimate interest – will be processed for as long as that interest persists. For direct marketing purposes, we may process your data until you object.
4. Data processed to fulfil our legal obligations – will be retained for as long as required by applicable law.

## To whom will you disclose my data?

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We do not disclose your personal data to third parties or individuals. Exceptions to this rule are situations where:

1. You freely consent to such disclosure. Your consent may be withdrawn at any time.
2. Disclosure is necessary in order to provide the service. Recipients of your data may include:
  - Entities within the GPM Sp. z o.o. Group – for the purpose of intermediating in the preparation and presentation of offers;
  - A bank or other payment service provider – data necessary to execute a payment transaction;
  - Economic and credit information bureaux – data necessary to obtain information regarding creditworthiness;
  - In specific cases – entities authorised under generally applicable law (e.g. law enforcement authorities, other payment service providers).

We engage external parties to assist with certain tasks, such as document destruction, data storage, and marketing support. In such cases, we entrust personal data to sub-processors for a defined purpose, while remaining the controller of your data and being responsible for its security.

## Automated Decision-Making and Data Security

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We do not transfer your data to third countries. For certain services we use automated decision-making processes, including profiling. The consequence of profiling may be the delivery of a specific advertisement to you via the contact methods for which you have given your consent.

We take full responsibility for the security of your data that we process. We apply appropriate technical and organisational security measures to ensure confidentiality and protection against unauthorised or unlawful processing, and against accidental loss, destruction or damage to your data.

We protect your data primarily through the use of state-of-the-art technology, including secure connections (e.g. SSL protocols), data encryption, and other technical, software, or organisational measures (e.g. access restriction and control). We ensure that your data is processed only by duly authorised persons and entities.

## What are my Rights?

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In connection with our processing of your personal data, you have the following rights:

1. Right to information – you have the right to obtain from us information as to whether we process your personal data, for what purpose, what categories of data we hold, who the recipients are, and the retention period we plan to apply.
2. Right of access and rectification – you may access the data we process and request rectification of inaccurate or completion of incomplete data.
3. Right to erasure – you may request erasure of the data we process. We will promptly comply unless we are required by law to continue processing, or another legitimate interest justifies continued processing. We will erase your data when:
  - it is no longer necessary for the purposes for which it was collected or otherwise processed;
  - it was processed on the basis of your consent, which you have withdrawn, and there is no other legal basis for processing;
  - you have objected to processing and there are no overriding legitimate grounds for continued processing;
  - the personal data has been processed unlawfully or must be erased to comply with a legal obligation.
4. Right to withdraw consent – at any time you may withdraw your consent to processing, where processing is based on your consent.

5. Right to restriction of processing – you have the right to request restriction of our processing of your data where: you contest the accuracy of the data; there is no legal basis for processing and you oppose definitive erasure; we no longer need the data but you require it for the establishment, exercise, or defence of legal claims; or you have objected to processing.
6. Right to object – you have the right to object to our processing of your data on the basis of a legitimate interest. We will promptly cease such processing unless there is an overriding basis. Your objection will always be upheld in relation to processing for direct marketing purposes, including profiling linked to direct marketing.
7. Please note: exercising the rights in items 3–6 above may result in us ceasing to provide some or all of the services that require processing of specific personal data.
8. Right to data portability – you have the right to receive your personal data that you have provided to us in a machine-readable format, and to transmit that data to another controller. This applies to data processed automatically on the basis of your consent or a contract with you.
9. Right to lodge a complaint – if you believe that your rights have been violated, you may lodge a complaint with the President of the Personal Data Protection Office (UODO) in Poland.
10. Right not to be subject to automated decisions – you have the right not to be subject to automated decision-making, including profiling, where such actions produce legal effects or similarly significantly affect you. We may however apply automated decision-making where it is necessary for entering into or performing a contract, is permitted by law, or occurs with your consent.
11. Where you are subject to automated decision-making, you have the right to obtain human intervention on our part, to express your point of view and to contest the decision.

## What are Cookies?

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Cookies are small text files and other digital data stored on and read from the device you use when accessing our online services.

## How do you use Cookies and similar technologies?

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We use cookies and similar technologies to store or access information stored on the device you use to access our services. By using cookies, we can customise our services to your individual preferences, profile your interests, and monitor your activity on our platforms.

The cookies we use are safe for your devices and are free from viruses or unwanted software. Cookies contain the name of the domain they originate from, the storage duration on your device, and an assigned value. They do not allow any information to be downloaded from your device – only access to selected stored information.

## What types of Cookies do you use?

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1. By storage duration, we distinguish between:
  - session cookies – stored on your device until the browser session ends, after which the stored information is permanently deleted from your device’s memory;
  - persistent cookies – stored on your device until deleted or expired; closing the browser session will not remove them.
2. By origin, we distinguish between:
  - first-party cookies – placed directly on our services by us;
  - third-party cookies – placed on our services by external entities whose page components we have called (e.g. Google Analytics, Gemius SA, Crazy Egg, Dynatrace).

## For what purposes do you use Cookie technologies?

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We use cookies for the following purposes, among others:

1. configuring our services, including adapting their content or functionality to your preferences and optimising their performance;
2. authenticating users of our services to maintain a session after login – allowing navigation between sub-pages without the need to log in each time;
3. generating anonymous statistics that allow us to analyse how our services are used and to improve their structure and content;
4. obtaining information about the source from which a person reached our website (e.g. an advertising banner displayed on a third-party website);
5. customising advertisements presented through our services;
6. ensuring the security and reliability of our services.

## How can I manage Cookie consent?

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Cookies may be used for storing or accessing information on your device only where you have given prior consent, unless such storage or access is necessary to provide a service you have requested.

1. You may give consent through the settings of the software you use to access our services, such as your browser settings or the settings of the software on your device.
2. You may withhold consent or withdraw it at any time by changing the relevant settings of your browser or the software installed on your device.
3. In many cases, software enabling use of our services (primarily web browsers) accepts and stores cookies by default. We recommend that you check your settings and adjust them in line with your privacy preferences. You may configure your settings to block automatic cookie handling.
4. If you allow your software settings to enable cookies, this constitutes your consent to their use in accordance with the principles set out in this Privacy Policy.
5. If you disable cookie handling, you may experience difficulties using certain functionalities of our services. When providing electronic communication services, we may also install software on your device – however, we will notify you before installation and request your consent.

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