

MP - AI Consulting - Privacy Policy

1. General Information

This Privacy Policy sets out how personal data of users is collected, processed, and stored in connection with the operation of the website [<https://michalprzadka.com>] (hereinafter: the "Website"). The Website only collects personal data necessary to provide and improve the services offered. The data controller is Michał Prządka, who can be contacted via email at [gdpr\[at\]michalprzadka.com](mailto:gdpr[at]michalprzadka.com) or through the contact form available at <https://michalprzadka.com/#contact>. The processing of personal data is carried out in accordance with the Regulation (EU) 2016/679 (GDPR) and the Polish Personal Data Protection Act of May 10, 2018.

2. Data Controller

The data controller responsible for processing all personal data collected via the Website is Michał Prządka. For inquiries or issues regarding data protection, users can reach him via email at [gdpr\[at\]michalprzadka.com](mailto:gdpr[at]michalprzadka.com) or through the contact form at <https://michalprzadka.com/#contact>.

3. Purpose of Data Collection

The personal data collected is used for:

- Registration and verification of the user's identity
- Enabling login to the Website
- Fulfillment of contracts for services and e-services
- Communication with users (e.g., live chat, contact form)
- Sending newsletters (with the user's consent)
- Managing comments and feedback
- Promoting the services of the Administrator
- Marketing, remarketing, and affiliation activities
- Customizing the Website for users
- Analytical and statistical purposes
- Debt collection and legal defense purposes

Providing personal data is voluntary but necessary to conclude contracts or use certain Website functionalities.

4. Types of Data Processed

The Administrator may process the following personal data:

- Full name
- Date of birth
- Address

- Email address
- Phone number
- NIP (Tax Identification Number)
- IP address and technical device data (e.g., browser type, system)

5. Data Retention Period

Personal data will be stored for the following periods:

- If the processing is based on contract performance – until the limitation period for claims related to the contract has expired
- If the processing is based on consent – until the consent is withdrawn

In both cases, the limitation period is 6 years, and for periodic claims or those related to business activities – 3 years (unless otherwise specified by law).

6. Data Sharing

Personal data may be transferred to:

- Entities affiliated with the Administrator, subcontractors, and service providers (e.g., IT services, payment providers)
- Public authorities if required by law

Personal data will not be transferred outside the European Economic Area (EEA), unless it is necessary for tools like Google Analytics, where appropriate safeguards (e.g., standard contractual clauses) are applied.

7. User Rights

Users have the following rights:

- Access to their personal data
- Rectification of incorrect data
- Deletion of data ("right to be forgotten")
- Restriction of data processing
- Data portability
- Objection to data processing
- Withdrawal of consent at any time (without affecting the legality of prior processing)

Requests regarding user rights should be sent via the online form:

<https://michalprzadka.com/#contact>. The Administrator will respond within one month of receiving the request. Users have the right to lodge a complaint with the President of the Polish Data Protection Office if they believe their rights have been violated.

8. Cookies

The Website uses cookies to:

- Personalize content
- Analyze traffic on the Website
- Optimize the performance of the Website

Cookies can be disabled or managed through browser settings.

9. Automated Decision-Making and Profiling

Personal data will not be used for automated decision-making that would affect the user. Data may be profiled for content personalization and offer customization, provided that the user has given their consent.

10. Google reCAPTCHA

The Website uses "Google reCAPTCHA" (hereinafter "reCAPTCHA"), a service provided by Google Inc., located at 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). This service is employed to enhance security by preventing unauthorized and abusive data processing activities (e.g., phishing and spam attacks).

reCAPTCHA analyzes various data points about visitors to determine whether actions on the Website are performed by human users or automated systems. The types of data collected by reCAPTCHA may include, but are not limited to, IP address, user mouse movements, time spent on the Website, and other user behaviors.

The use of reCAPTCHA is based on the legitimate interest of the Administrator under Art. 6(1)(f) GDPR to protect the Website and its users from malicious automated actions and to ensure a secure online experience.

For more information on the types of data collected by Google and their usage, please review Google's Privacy Policy at <https://policies.google.com/privacy>. The terms of use for Google services, including reCAPTCHA, can be found at <https://policies.google.com/terms>.

11. Security Measures

The Administrator undertakes to apply appropriate technical and organizational measures to protect personal data against unauthorized access, loss, modification, or destruction.

12. Changes to the Privacy Policy

The Administrator reserves the right to make changes to this Privacy Policy. Users will be informed of any changes via notifications on the Website. The current version of the Privacy Policy is always available at <https://michalprzadka.com>.

13. Contact Information

For any questions or concerns regarding the processing of personal data, please contact the Administrator via email at [gdpr\[at\]michalprzadka.com](mailto:gdpr[at]michalprzadka.com) or through the contact form available at <https://michalprzadka.com/#contact>.