

Privacy Policy

Preliminary Provisions

1. The controller of the personal data collected during the use of the website available at <https://www.iplywasz.pl/> is iPlywasz Swimming School Daniel Major, with its registered office in Siewierz, at 22 Grabowa Street, Tax Identification Number (NIP): 6783219194.
2. The Controller may be contacted by email at: iplywasz@gmail.com.
3. The Controller reserves the right to amend this Privacy Policy, and each User of the Website is obliged to familiarize themselves with the current version of the Privacy Policy. Such amendments may result from the development of internet technologies, changes in generally applicable laws, or the development of the Website, for example through the implementation of new tools used by the Controller.
4. The Personal Data Controller hereby informs that no Data Protection Officer (DPO) has been appointed, and the Controller independently performs all duties related to the processing of personal data.
5. The User's personal data is stored and protected in accordance with the Controller's implemented internal procedures. The Controller processes information concerning the User using appropriate technical and organizational measures that comply with the requirements of applicable law.

Definitions

1. Controller – iPlywasz Swimming School, Daniel Major, with its registered office in Siewierz, at 22 Grabowa Street, Tax Identification Number (NIP): 6783219194.
2. Personal Data – any information relating to an identified or identifiable natural person, in particular information enabling identification by means of an identifier such as a first name and surname.
3. User – any entity visiting and using the Website.
4. Website – the website and blog available at: <https://www.iplywasz.pl/>.
5. Privacy Policy – this document setting out the principles governing the processing of personal data of Users using the Website.

Joint Controllers

The joint controllers of the User's personal data are:

1. Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland.
2. Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, D02 X525, Ireland.

Data Processing Principles

1. The User provides their personal data voluntarily. However, the User should be aware that, in certain situations indicated by the Controller, failure to provide specific data may prevent the Controller from taking certain actions or providing particular services. If the User, at their own discretion, provides the Controller with excessive data, i.e. data that is not mandatory, such data will be processed solely on the basis of

- the User's consent.
2. The User provides personal data to the Controller with their explicit consent by completing the dedicated forms available on the Website.
 3. The Controller informs the User that their personal data is not used for automated decision-making that produces legal effects concerning the User or similarly significantly affects their rights and freedoms. However, the personal data of Users may be subject to profiling based on the Controller's analysis of the personal data of Users using the Website. This enables the Controller to tailor the content and offers presented on the Website. Such profiling will not adversely affect the rights and freedoms of the Users.
 4. The User's personal data may be transferred outside the territory of the European Union to third countries. Such transfers will only take place to service providers that apply Standard Contractual Clauses (SCCs) to ensure an adequate level of personal data protection as required under European legislation pursuant to Article 46 of the RODO.

Purposes of Data Processing

The User's personal data may be processed for the following purposes:

- a. sending offers relating to the Controller's services or products (art. 6(1)(b) RODO);
- b. sending offers relating to the services or products of the Controller's business partners (art. 6(1)(a) RODO);
- c. handling and resolving complaints (art. 6(1)(b) RODO);
- d. contacting the User by telephone and email (art. 6(1)(a) RODO);
- e. issuing invoices (art. 6(1)(c) RODO);
- f. maintaining RODO documentation (art. 6(1)(c) RODO);
- g. maintaining accounting records and documentation (art. 6(1)(c) RODO);
- h. conducting advertising activities on social media platforms (art. 6(1)(f) RODO);
- i. displaying and targeting advertisements on the Website (art. 6(1)(f) RODO);
- j. assessing the effectiveness of sales and advertising campaigns conducted by the Controller (art. 6(1)(f) RODO);
- k. ensuring the security of and administering the Website (art. 6(1)(f) RODO);
- l. creating and maintaining databases (art. 6(1)(f) RODO);
- m. managing social media accounts and the YouTube channel (art. 6(1)(f) RODO);
- n. as well as for archival, evidentiary, and statistical purposes (art. 6(1)(f) RODO).

Retention Period

The User's data will be retained for the period of:

- a. the performance of the service and/or cooperation;
- b. conducting discussions and negotiations preceding the conclusion of an agreement or the provision of a service;
- c. the period required by applicable law, including tax law;
- d. until an objection submitted pursuant to art. 21 RODO is effectively raised;
- e. until the User effectively withdraws their consent;
- f. for the purpose of defending against claims – in accordance with the applicable limitation period for such claims;
- g. the User's use of the Controller's social media channels.

Users' Rights

The User has the right to:

1. access the content of their data – meaning the right to request information regarding the legal basis and nature of the processing of personal data;
2. data portability – meaning the right to receive from the Controller a file containing their personal data in order to transfer it to another controller;
3. receive a copy of their data – meaning the User's right to obtain a copy of their personal data;
4. rectify data – meaning the User's right to correct, modify, rectify, or complete the personal data provided to the Controller;
5. erasure of data where there are no grounds for its processing – meaning that the User may request the deletion of their personal data where the purpose for which the Controller processed such data no longer exists;
6. restriction of processing – meaning the User's right to request the restriction of the processing of their personal data where such processing has been carried out improperly or without a legal basis;
7. object to the processing of data based on the Controller's legitimate interest – meaning the User's right to object to the processing of personal data carried out solely on the basis of the Controller's legitimate interest, for example for marketing purposes;
8. lodge a complaint with the supervisory authority, which in Poland is the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych);
9. withdraw consent – meaning that the User has the right to withdraw consent previously granted for the processing of their personal data; however, this shall not affect the lawfulness of processing carried out before the withdrawal of consent.

Processors

1. The Controller discloses or may disclose the User's data to other recipients of personal data for the purpose of providing services commissioned by the Controller in the following areas:
 - a. provision of data storage services on disk/cloud/YouTube: Alphabet Inc.;
 - b. Website hosting: NIP: 9721323212;
 - c. invoice issuance: KSeF;
 - d. accounting services: NIP: 9541743504;
 - e. office administration services: iPływasz Swimming School Daniel Major;
 - f. communication automation: Fundacja Hasten, NIP: 1182187989.
2. Furthermore, the Controller transfers data to other entities providing graphic design, legal, marketing, advertising, and social media services.
3. The Controller also informs that, based on the User's consent, it may transfer the User's personal data to its business partners for the purposes of their direct marketing activities.

Forms

1. The Controller embeds the following forms on the Website:
 - a. Contact form – facilitating contact with the Controller. The User provides their

name, email address, and the content of their message. The data is retained for the duration of responding to the inquiry and for the period necessary for archiving purposes and defending against claims, which constitutes the Controller's legitimate interest.

Social Media

1. The Controller embeds plugins on the Website redirecting Users to social media platforms: Meta (Instagram, Facebook, YouTube). These tools redirect Users to the Controller's profile on the selected social media platform.
2. After clicking, the User is redirected to the selected profile. The User should then review the privacy policy of the chosen social media channel to obtain information regarding the processing of their personal data by the relevant social media platform.
3. The plugins also enable obtaining information about which social media Users visited the Controller's Website.
4. Before using a given social media service, the Controller recommends that Users familiarize themselves with its privacy policy:
 - a. Meta: https://www.facebook.com/privacy/policy/?locale=pl_PL
 - b. YouTube: <https://www.youtube.com/howyoutubeworks/privacy/>

Cookies and Server Logs

1. Within the Website, technology based on cookies may be used, enabling data to be stored on the User's end device (e.g. computer).
2. Cookies are divided into:
 - a. essential – enabling the proper functioning of the Website and ensuring its appropriate functionality;
 - b. functional – enabling the Website's operation to be adapted to the needs and preferences of Users;
 - c. analytical – enabling the analysis of Website traffic, the number of visitors, and the sources of visits. Conclusions drawn from these observations allow the Controller to adapt the Website and its functionality to Users' expectations;
 - d. marketing – enabling advertising activities to be tailored and their effectiveness increased in line with Users' interests;
 - e. performance – enabling the assessment of the Website's performance in relation to its Users and supporting advertising activities and their effectiveness;
 - f. social – enabling the linking of the Website with the Controller's profile on a given social media platform and analysing User traffic between the Website and the social media platform.
3. The above categories of cookies may collect and process the following information concerning the User:
 - a. IP address;
 - b. location;
 - c. time spent on the Website;
 - d. source of the visit to the Website;
 - e. pages viewed;
 - f. language preferences.

4. During their first visit to the Website, the User may decide whether they consent to the use of cookies by clicking the appropriate button displayed in the notice.
5. Within the Website, we use the following cookies:
 - a. Google Analytics – a web analytics service provided by Google used for analysing website statistics;
 - b. Google Ads – a tool enabling the creation and display of online advertisements and measuring the effectiveness of advertising campaigns by tracking Website traffic;
 - c. Meta Pixel – a short piece of code placed on the Website that enables the effectiveness of advertisements to be measured by analysing actions taken by Users on the Website;
 - d. Google Tag – tools collecting data regarding User behaviour, IP addresses, and cookies. They are used to transmit data to various Google tools;
 - e. Google Search Console – a tool primarily used to monitor Website performance, which involves data processing.
6. Furthermore, within the Website, the Controller uses additional tools ensuring the Website's functionality.
7. The Controller recommends reviewing the privacy policy of each of the above providers.
8. Server logs constitute records of events relating to Users' activities on the Website.
9. Every request directed to the server is recorded in server logs. The logs include, among others, the User's public IP address, username, server date and time, language, hour, information concerning the web browser and operating system used by the User.
10. The Controller does not use server logs to identify the User. They serve solely for the management and administration of the Website.

Copyright

All content and photographs available on the Website and blog are protected by copyright. They may not be shared, reproduced, or used for public or commercial purposes without the Controller's prior written consent.

Privacy Policy Publication Date: 09.06.2026.