

MARKETING INFORMATION CLAUSE

As of May 25, 2018, the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 – known as “GDPR”) has been in effect. In accordance with Article 13(1) and 13(2) of the GDPR, we provide the following information.

1. Who is the Data Controller?

The data controller is **VIZJA University (“VU”)** in Warsaw, located at ul. Okopowa 59, 01-043 Warsaw. E-mail: zgloszenia@vizja.pl

2. What is the purpose and legal basis for processing personal data?

We process personal data for marketing purposes, including:

- direct marketing,
- remarketing,
- adding data to a customer list and processing it within that customer list (e.g. using Customer Match).

Marketing activities may include, in particular:

- sending commercial information to the e-mail address you provided (products, services, promotions and events related to **VIZJA University**).

We also use your data (including the e-mail address you provided) to create a customer list.

The data in that list is encrypted first and then analysed using Google Ads tools, including Customer Match.

3. What is the legal basis for processing?

We process your data based on:

- **Article 6(1)(f) GDPR** – VU’s legitimate interest consisting in marketing its own services, including using the e-mail address you provided by placing it on a customer list which, after encryption, is analysed using Google Ads tools (Customer Match);
- **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 09.08.2024) – your consent to the processing of personal data for marketing purposes, including direct marketing and remarketing.

4. Is providing data mandatory?

No. Providing personal data for marketing purposes is voluntary and does not affect the recruitment process.

However, if you do not provide such data, you may not receive marketing information and offers.

5. Who may receive your data?

Your data may be disclosed to:

- VU employees and associates authorised by the Controller,
- entities authorised under agreements concluded by VU or under provisions of law.

Your data may also be transferred to:

- entities cooperating with VU in connection with its operations,
- entities providing analytical, marketing or IT services,
- entities intermediating or supporting marketing activities carried out by VU.

6. What are your rights?

You have the right to:

- access your data and receive a copy,
- rectification of data
- limit how your data is processed
- object to data processing,
- transfer your data to another entity,
- withdraw your consent at any time (in writing or by email).

7. Can you lodge a complaint?

Yes. You have the right to lodge a complaint with the President of the Personal Data Protection Office (PUODO) if you believe the processing of your personal data violates GDPR.

8. How long will we keep your data?

We process and store your data until the purposes stated above have been fulfilled. After that, your data may be stored for the period of limitation of potential claims.

9. Automated processing and profiling

Your data may be processed in an automated manner, including profiling.

This may be used, among other things, to assess information that is or will be held by the Controller.

Consent Statements

I have read the marketing information clause and I consent to the processing of my personal data by **VIZJA University (VU)** for marketing purposes, including direct marketing, remarketing and the creation of customer lists that may be used in advertising systems (e.g. using Customer Match).