

Policy for processing personal data of website users

(Information about processing of personal data of website users)

Pursuant to Article 13 (1-2) of Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016. (hereinafter "RODO"), we inform you that:

1. Data administrator

The administrator of your personal data is **FRONT AUTO SP. Z O.O.**, ul. Szlak 77/222, 31-152 Kraków, KRS: 0001015975 (hereinafter: "Company" or "Administrator").

2. Personal data contact

You can contact the Administrator at the address indicated above, via e-mail: **sto.krakow@gmail.com** or by phone at **+48 501 808 569**.

3. Purposes and legal basis for data processing

Your personal data may be processed for the following purposes:

- **Conclusion and performance of contracts and provision of services through the website** (e.g. orders, contact forms, customer service):
Legal basis: Article 6(1)(b) RODO – performance of a contract or pre-contractual actions.
- **Fulfillment of legal obligations incumbent on the Administrator** (e.g. accounting, consumer rights):
Legal basis: Article 6(1)(c) RODO – legal obligation.
- **Legitimate legitimate interest of the Administrator**, e.g.:
 - ensuring the security of the site,
 - analytics, fraud prevention,
 - investigation of claims.*Legal basis: Article 6(1)(f) RODO – legitimate interest of the Administrator.*
- **Marketing and promotional activities**, including newsletter mailing (with consent only):
Legal basis: Article 6(1)(a) RODO – voluntary consent of the user.
- **Use of cookies and similar technologies** to optimize the performance of the site and personalize content (according to the cookie consent settings).

4. Data recipients

Your data may be transferred to the following categories of recipients:

- IT service providers (hosting, e-mail, site maintenance),
- To providers of marketing and analytical tools (e.g. Google Analytics, Meta Pixel) – if used,
- To public bodies, if required by law,
- Contractual partners (e.g., payment operators, courier companies) – only if necessary for the performance of the service.

All of these entities are obliged to maintain confidentiality and use appropriate data security measures.

5. Transfers of data outside the EEA

As a general rule, personal data is not transferred outside the European Economic Area (EEA). Should such a transfer occur (e.g., in connection with the use of Google or Meta services), we provide appropriate safeguards, such as standard contractual clauses (SCC).

6. Data retention period

Your personal data will be stored:

- for the duration of the contract or service,

- until the expiration of the statute of limitations for potential claims,
- for the period required by law (e.g., tax – up to 5 years),
- in the case of processing on the basis of consent – until it is withdrawn.

7. Your rights

Under the RODO, you have the right to:

1. Access to your personal data (Article 15 RODO),
2. Correction of incorrect data (Article 16 of the RODO),
3. Deletion of data (Article 17 RODO),
4. Restrictions on processing (Article 18 RODO),
5. To object to the processing (Article 21 RODO),
6. Withdraw consent at any time (Article 7(3) RODO),
7. Data portability (Article 20 RODO).

Withdrawal of consent:

You can withdraw your consent at any time by sending an email to: **sto.krakow@gmail.com**. The withdrawal of consent does not affect the lawfulness of the processing that was carried out before the withdrawal.

You also have the right to lodge a complaint with **the President of the Office for Personal Data Protection** if you believe your data is being processed in violation of the law.

8. Voluntariness of providing data

Provision of personal data is voluntary, but necessary to use certain functions of the site (e.g. contact form, newsletter). Failure to provide them may make it impossible to provide the service.

9. Automated decision-making

Your data will not be processed in an automated manner that produces legal effects or similarly significantly affects you (profiling).

10. Cookies

We use cookies and similar technologies on our site for:

- to ensure the proper operation of the service,
- analyzing website traffic,
- personalization of content and advertising.

You have the option to manage your cookie preferences via the **consent banner** displayed on your first visit or later through your browser settings.

Details are available in our [Cookies Policy](#).

11. Privacy policy changes

If we make significant changes to this policy, we will inform users through an appropriate announcement on the site (e.g. banner) or by email – if we have contact information.