
Information clause for clients of Happy Brands Factory Sp. z o.o.

Pursuant to Article 13(1) and (2) of the 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, and repealing Directive 95/46/EC (General Data Protection Regulation - hereinafter referred to as GDPR), I inform you that:

- 1) The administrator of your personal data is HAPPY BRANDS FACTORY Spółka z ograniczoną odpowiedzialnością based in Bytom (41-902), ul. Pszczyńska 2, KRS number: 0000375233, NIP: 6793055110, REGON: 121429560.
- 2) Contact in matters of personal data protection is possible at e-mail address: rodo@hbf.team
- 3) Your personal data may be processed in order to
 - a) conclude and perform a contract or take action at the request of the data subject prior to entering into a contract - on the basis of Article 6(1)(b) of the GDPR;
 - b) to publish the company and the logo on the Administrator's website - on the basis of consent, i.e. Article 6(1)(a) of the GDPR;
 - c) to comply with legal obligations incumbent on the Data Controller - on the basis of Article 6(1)(c) of the GDPR;
 - d) resulting from the legally justified interests pursued by the Administrator or a third party, including for the purposes of potential investigation, establishment and defence against claims, profiling for marketing purposes, ensuring IT security and for analytical, archival and statistical purposes, on the basis of Article 6(1)(f) of the GDPR.
- 4) The recipients of your personal data may be the data Controller's authorized employees, entities cooperating with the Controller in the realization of the purposes of processing described above, as well as external service providers (e.g. entities providing graphic design services, IT services, legal services, accounting and tax services, ICT services and other entities processing data on behalf of the Controller on the basis of an agreement on the entrustment of personal data processing), and also entities authorized under applicable law.
- 5) Your personal data will not be used for automated decision-making affecting your rights, obligations or freedoms within the meaning of the provisions of GDPR. Your personal data may be profiled in order to carry out marketing activities. Automated data processing allows us to

evaluate selected behaviors, create future behavioral forecasts and display marketing content. However, this does not affect your legal situation. You have the right to object to profiling if it would have a negative impact on your rights and obligations.

6) Your personal data will be stored for the following period:

- a) with regard to the purpose of processing defined in point 3(a) - until the full performance of the contract, and thereafter for the period resulting from the provisions on archiving and limitation of claims and tax law. In the event that the performance of the contract does not take place, the personal data will be deleted immediately;
- b) with regard to the purpose of processing defined in point 3 lit. b - for the period necessary due to the Administrator's business needs or until the withdrawal of the granted consent.
- c) with regard to the purpose of processing defined in point 3 lit. c and d - for a period necessary for the realization of the indicated purpose of processing, however, no longer than for the period resulting from archiving and claims limitation regulations and tax law regulations.

After the expiry of the indicated periods, the data will be deleted.

7) You have the right to:

- a) to request from the Administrator access to your personal data, rectification, erasure or restriction of processing,
- b) Object to the processing of your personal data, including profiling,
- c) to transfer your personal data,
- d) where processing is based on consent - to withdraw granted consent to data processing at any time. Withdrawal of consent does not affect the legality of processing, which was carried out on the basis of consent before its withdrawal;
- e) lodge a complaint to the supervisory authority, i.e. the President of the Office for Data Protection, if you consider that the processing of personal data concerning you violates the provisions of the GDPR.

8) Providing your personal data is a contractual requirement. Providing data is voluntary, however, it is necessary to conclude and perform the contract. Failure to provide the required personal data will result in inability to conclude and perform the contract.