

## INFORMATION CLAUSE ON DATA PROCESSING ON PAYEYE'S INSTAGRAM PROFILE

Pursuant to Article 13(1) and (2) of 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 (hereinafter: **GDPR**), we hereby inform you how we will process your personal data provided when using the PayEye profile on the Instagram social network (hereinafter: "**Fanpage**").

### And. Categories of data subjects

We hereby inform you that PayEye Sp. z o. o. with its registered office in Wrocław at Zwycięska 43, 53-033 Wrocław, processes personal data of persons who:

- a. subscribed to the Fanpage by clicking the "Follow" icon;
- b. posted a comment on any of the posts posted on Instagram;
- c. send their data via private messages on Instagram by clicking on the "Send" icon;
- d. sent their data in the forms posted on the Fanpage by clicking the "Send" icon.

By clicking on the "Send" or "Submit" icon, you consent to the processing of the personal data you have provided in forms and/or private messages on Instagram.

### II Personal data administrator

The administrator of personal data of the persons specified in point I is PayEye Sp. z o.o. with its registered office in Wrocław, Zwycięska 43, 53-033 Wrocław (hereinafter: "**PayEye**", "**We**"), as well as the administrator of the social network Instagram, i.e. Facebook Inc. (hereinafter: "**Facebook**", "**Instagram**").), as co-responsible for the processing of data of persons using the PayEye Fanpage. Detailed information on mutual arrangements between the administrators is available at: [www.help.instagram.com/519522125107875](http://www.help.instagram.com/519522125107875). However, the rules for the processing of your personal data by Facebook Inc. (hereinafter: "**Facebook**") are available at: [www.facebook.com/about/privacy/update](http://www.facebook.com/about/privacy/update). PayEye can be contacted by e-mail: [kontakt@payeye.com](mailto:kontakt@payeye.com), by phone: +48 694 082 248 and by mail at the above-mentioned address of PayEye's registered office.

### III Contact details of the Data Protection Officer

We have appointed a data protection officer. This is the person you can contact in all matters related to the processing of personal data and the exercise of rights related to data processing. You can contact the inspector in the following ways:

- a. by post to the following address: Data Protection Officer, Zwycięska 43, 53-033 Wrocław;
- b. E-mail: [iod@payeye.com](mailto:iod@payeye.com).

### IV Purposes and grounds for processing

We process personal data of persons specified in point I for the following purposes:

- a. administer and manage the Fanpage on the Instagram social network, including responding to posts and comments and supervising the content published by users, on the terms and conditions set out by Facebook and informing through it about our activity, promoting various events that we organize, as well as our brand, products and services, building and maintaining a community associated with us and for the purpose of communication through Facebook. through the available functionalities of the Instagram website (comments, posts, messages, stories), which is our legitimate interest (Article 6(1)(f) of the GDPR);
- b. responding to inquiries addressed to PayEye via Instagram – the legal basis for the processing is PayEye's legitimate interest in being able to respond to persons contacting us (Article 6(1)(f) of the GDPR);
- c. direct marketing of PayEye's own products and services with the use of telecommunications devices, in particular telephones and automatic calling systems, when for this purpose you provide us with your data in a private message on Instagram by clicking the "Send" icon, through which you will also consent to the processing of the data provided, or you will provide us with your data in the forms placed on the Fanpage by clicking the "Send" icon, through which you will express your consent to the processing of the data provided (Article 6(1)(a) of the GDPR);
- d. direct marketing of PayEye's own products and services by means of electronic communication, i.e. SMS and e-mail in accordance with the Act of 18 July 2002 on the provision of electronic services, when for this purpose you provide us with your data in a private message on Instagram by clicking the "Send" icon, through which you will also consent to the processing of the data provided or provide us with your data in the forms placed on the Fanpage by clicking on the "Submit" icon through which you consent to the processing of the data provided (Article 6(1)(a) of the GDPR);
- e. establishing, investigating or defending against claims – the legal basis is the necessity of processing for the performance of the contract or the implementation of our legitimate interest (Article 6(1)(b) or Article 6(1)(f) of the GDPR)
- f. analytical analyses concerning the functioning, popularity, and manner of using the Fanpage, which is our legitimate interest (Article 6(1)(f) of the GDPR);

- g. for other purposes to which you have consented, provided that we ask you for your consent to the processing of personal data and you give such consent – the legal basis for the processing of personal data is consent (Article 6(1)(a) of the GDPR).

Giving consent in such cases is voluntary, although it may be necessary to achieve the purpose of data processing.

In addition, we would like to inform you that the administrator of the Instagram social network, as a provider of tools related to the Fanpage, is an entity jointly responsible for the processing of data of persons using the Fanpage, which may process data for its own purposes based on other legal bases. In particular, Facebook, based on its own provisions and regulations, may collect and process information contained in cookies of Fanpage visitors. Based on the data collected in this way, Facebook can create anonymous summaries and statistics (e.g. on the number or profile of Fanpage visitors), which can be made available to PayEye as the Fanpage operator.

#### **V Categories of processed personal data:**

PayEye will process the following data:

- a. basic identification data (name and surname, pseudonym) to the extent published by you on your own Instagram profile;
- b. data published by you on your Instagram profile, in particular in comments, posts, stories;
- c. data provided by you in private messages on Instagram;
- d. data provided by you through forms placed on the Fanpage, in which we mark data categories such as: name and surname, email, phone number, date of birth, gender;
- e. anonymous statistical data on visitors to the Fanpage available through the "Facebook Insights" function made available by Facebook in accordance with Facebook's unchangeable terms of use, collected through cookies, each of which contains a unique user code that can be linked to the connection data of users registered on Instagram, which is downloaded and processed when the Fanpage is opened.

#### **VI Data recipients.**

Your personal data may be transferred or made available:

- a. to the owner of Instagram on Instagram's unchangeable data policy available at: [www.help.instagram.com/519522125107875](http://www.help.instagram.com/519522125107875);
- b. other Instagram users, if they are posted by you in posts or comments on the Fanpage;
- c. PayEye's employees or associates who support PayEye in its business, including those providing IT services, telecommunications, marketing, auditing or legal services, who process such data on behalf of PayEye on the basis of a personal data processing agreement or an authorisation to process personal data;
- d. public authorities and entities performing public tasks or acting on behalf of public authorities, to the extent and for the purposes resulting from the provisions of generally applicable law;
- e. other entities which, on the basis of relevant data processing agreements signed with PayEye, process personal data on behalf of PayEye.

#### **VII Transfer of data to third countries or international organizations.**

PayEye does not transfer data outside the EU or the European Economic Area, subject to the supranational nature of data flows within the Instagram service with the use of contractual clauses used by Facebook approved by the European Commission and decisions of the European Commission stating an adequate level of data protection in relation to specific countries in accordance with the principles set out by Instagram at: [www.help.instagram.com/519522125107875](http://www.help.instagram.com/519522125107875).

#### **VIII Data retention period**

The period of data processing is related to the purposes and grounds for their processing. Therefore:

- a. the data will be processed for the period in which you are an active user of the Fanpage or until you object;
- b. the data contained in the posts and comments will be processed until they are deleted;
- c. data processed on the basis of consent will be processed until the consent is withdrawn;
- d. data processed on the basis of statutory requirements will be processed for the time in which the law requires the data to be stored;
- e. data processed on the basis of PayEye's legitimate interest will be processed until an effective objection is filed or this interest ceases, e.g. data processed for the purpose of pursuing or defending against claims will be processed for a period equal to the period of limitation of these claims;
- f. statistical data on visitors to the Fanpage available through the "Facebook Insights" function will be processed for the duration of the availability of this data on Facebook of 2 years;
- g. regardless of the storage of data by PayEye, the Instagram administrator may apply its own data storage periods.

#### **IX Your rights:**

You are entitled to:

- a. The right to access your data and receive a copy of it;
- b. The right to rectify (correct) your data;
- c. The right to erasure;
- d. The right to restriction of processing;
- e. The right to object to data processing;
- f. Right to data portability;
- g. The right to lodge a complaint with a supervisory authority,

You have the right to lodge a complaint with the President of the Office for Personal Data Protection: Stawki 2; 00-193 Warsaw; <https://www.uodo.gov.pl/pl/p/kontakt>; tel. (22) 531 03 00 - when you believe that the processing of your personal data violates the provisions of the GDPR or other regulations on the processing of personal data;

- h. The right to withdraw consent to the processing of personal data.

You have the right to withdraw your consent to the processing of this personal data processed on the basis of consent at any time. Withdrawal of consent will not affect the lawfulness of processing based on consent before its withdrawal.

#### **X. Data Source Information**

We obtain your data from Facebook and from your public profile, as well as entries on the Fanpage on the Instagram social network, from private messages and forms placed on the Fanpage.

#### **XI. Other information**

Providing data as part of the Fanpage is voluntary. PayEye will not make decisions with respect to you in an automated manner, including as a result of profiling, which have legal effects on you or have a similar significant impact on you.