

## **INFORMATION CLAUSE – MARKETING**

### **for persons applying for studies at Andrzej Frycz Modrzewski Krakow University**

Since 25 May 2018, the provisions 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 (General Data Protection Regulation – hereinafter referred to as the “Regulation” or “GDPR”)** have been in force. Therefore, in accordance with Article 13(1) and Article 13(2) of the Regulation, we would like to provide you with the following information:

#### **Who is the controller of personal data?**

The controller of the personal data provided will be **Andrzej Frycz Modrzewski Krakow University (“UAFM”)**, with its registered office in Kraków (30-705), ul. Gustawa Herlinga-Grudzińskiego 1, e-mail address: [iodo@uafm.edu.pl](mailto:iodo@uafm.edu.pl).

#### **What is the purpose and legal basis for the processing of personal data?**

Personal data will be processed for marketing purposes, including direct marketing, remarketing, the delivery of a newsletter, as well as for placing data on a customer list and processing it within the created customer list (e.g. using Customer Match).

The marketing purposes referred to above may include, among other things, sending you commercial information via electronic mail to the e-mail address provided by you, concerning products, services, promotions and events related to Andrzej Frycz Modrzewski Krakow University.

Furthermore, your personal data, including the e-mail address provided, will be used to create a customer list. This list, after prior encryption of the data contained therein, will be analysed using Google Ads tools, including Customer Match.

The legal basis for the processing of personal data in the above scope, including in connection with your consent to receive marketing communications from UAFM, is:

- **Article 6(1)(f) GDPR** – the legitimate interest of the Controller consisting in the marketing of its own services, including the use of the e-mail address provided by you 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 2024.1221 of 9 August 2024)** – your consent to the processing of personal data for marketing purposes, including direct marketing and remarketing, and for the delivery of a newsletter.

#### **Are you required to provide your personal data for marketing purposes?**

Providing personal data for marketing purposes is voluntary and does not affect the recruitment process; however, failure to provide such data may prevent you from receiving marketing information and offers.

### **What are the categories of recipients?**

The anticipated categories of data recipients include employees and associates of UAFM authorised by the Controller, as well as other entities authorised under agreements concluded by UAFM or under applicable legal provisions.

The personal data provided may be transferred to entities cooperating with UAFM in connection with its activities, entities providing analytical, marketing or IT services, as well as entities intermediating in or supporting marketing activities undertaken by UAFM.

### **What rights do you have?**

You have the right to access the content of your data and to obtain a copy thereof, as well as the right to rectify, erase, request restriction of processing, object to processing, and the right to data portability and to withdraw consent at any time.

Consent may be withdrawn in written or electronic form sent to the Controller.

### **Can you lodge a complaint regarding the processing of personal data?**

You have the right to lodge a complaint with the **President of the Personal Data Protection Office (Urząd Ochrony Danych Osobowych)** if you believe that the processing of your personal data violates the provisions of the Regulation.

### **How long will your data be processed and stored?**

Personal data will be processed and stored until the above-mentioned purposes have been fulfilled. After that time, they may be processed and stored for the period of limitation of any potential claims. If consent has been granted, personal data will be processed until such consent is withdrawn.

### **Will the data be processed in an automated manner?**

The above data may be processed in an automated manner, including profiling. Such processing will be used, among other things, to assess information held or to be held by the Controller.

However, profiling will not result in automated decision-making producing legal effects concerning you or similarly significantly affecting your situation.