

Privacy Policy - Lazy Rida Beats

Definitions

1. Administrator - LAZY RIDA BEATS- PAWEŁ TUGEMAN ul. Kazimierza Pułaskiego 47/1 15-337 Białystok
2. Personal data - all information about a natural person identified or identifiable by one or more specific factors determining the physical, physiological, genetic, mental, economic, cultural or social identity, including device IP, location data, internet identifier and information collected using through cookies and other similar technology.
3. Policy - this privacy policy.
4. Rodo - Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46 / EC.
5. Website - website run by us at www.lazyridabeats.com/
6. User (You) - any natural person visiting the Website or using one or more services or functionalities described in the Policy

Data processing in connection with the use of the website :

In in connection with your use of the Website, we collect your data to the extent necessary to provide individual services offered, as well as information about your activity on the Website. The detailed rules and purposes of processing personal data collected when you use the Website are described below

Purposes and legal grounds for data processing on the website:

Using the website:

1. When registering on the Website, you will be asked to provide the data necessary to create and operate the account. In order to facilitate the service, you can provide additional data, thereby consenting to their processing. Such data can be deleted at any time. Providing data marked as mandatory is required to set up and maintain an account, and failure to do so will prevent us from setting up your account. Providing other data is voluntary.
2. Your personal data is processed:
 - 2.1 in order to provide services related to the maintenance and service of an account on the Website - the legal basis for processing is the necessity of processing to perform the contract (Article 6 (1) (b) of the GDPR), and in the scope of optional data - the legal basis for processing is consent (Article 6 (1) (b) of the GDPR) 1 letter a GDPR) ;
 - 2.2 for analytical and statistical purposes - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in conducting analyzes of

Users' activity on the Website and how to use the account, as well as their preferences in order to improve the functionalities used;

2.3 in order to possibly establish and pursue claims or defend against them - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in the protection of our rights.

2.4 for marketing purposes (ours and our partners) - the rules for the processing of personal data for marketing purposes are described in the "MARKETING" section.

3. If the Website allows you to log in via other portals, such as Facebook, Google, Instagram, Twitter, Apple), the Website will download from your account within the given portal only the data necessary to register and service the account. By independently changing the plug-in settings, you can easily extend the scope of the downloaded data to include those that may be useful when using the functionality of the account on the Website.

Using paid services on the site.

4. If you place an order (purchase of goods or services) on the Website, we will process your personal data for the following purposes:

4.1 in order to fulfill the order placed - the legal basis for processing is the necessity of processing to perform the contract (Article 6 (1) (b) of the GDPR); in the scope of optional data, the legal basis for processing is consent (Article 6 (1) (a) of the GDPR);

4.2 in order to fulfill our statutory obligations, resulting in particular from tax and accounting regulations - the legal basis for processing is the legal obligation (Article 6 (1) (c) of the GDPR);

4.3 for analytical and statistical purposes - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in analyzing your activity on the Website, as well as your purchasing preferences in order to improve the functionalities used;

4.4 in order to possibly establish and pursue claims or defend against them - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in the protection of our rights.

Contact forms:

5. On the Website, we provide the opportunity to contact us using electronic contact forms. Using the form requires providing your personal data necessary for us to be able to contact you and answer your question. You can also provide other data in the form to facilitate contact or handling your inquiry. Providing data marked as mandatory is required in order to accept and handle the inquiry, and failure to do so will result in us not being able to handle your inquiry. Providing other data is voluntary.

6. The personal data that you send us via the contact form are processed:

6.1 in order to identify you as the sender and handle your inquiry sent via the provided form - the legal basis for processing is the necessity of processing to perform the service contract (Article 6 (1) (b) of the GDPR);

6.2 for analytical and statistical purposes - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in keeping statistics of inquiries submitted by Users via the Website in order to improve its functionality.

Marketing:

7. We process your personal data in order to carry out marketing activities, which may include:

7.1 displaying marketing content that is not tailored to your preferences (contextual advertising);

7.2 displaying marketing content corresponding to your interests (behavioral advertising);

7.3 sending e-mail notifications about interesting offers or content, which in some cases contain commercial information (newsletter service)

7.4 conducting other types of activities related to direct marketing of goods and services (sending commercial information by electronic means and telemarketing activities)

8. In order to carry out marketing activities, in some cases we use profiling (if you give your consent). This means that thanks to automatic data processing, we evaluate selected factors relating to natural persons in order to analyze their behavior or create a forecast for the future .

Behavioral Advertising:

9. We and our trusted partners process your personal data, including personal data collected via cookies and other similar technologies, for marketing purposes in connection with targeting you with behavioral advertising, i.e. advertising that is tailored to your preferences. The processing of personal data then also includes profiling. The use of personal data collected through this technology for marketing purposes, in particular in the field of promoting services and goods of third parties, requires your consent, which you can withdraw at any time .

Newsletter

10. We provide the newsletter service on the terms set out in the regulations, only if. For this purpose, you will provide us with your e-mail address. Providing data is required to provide the newsletter service, and failure to do so results in the inability to send it and.

11. Personal data collected for the purposes of the newsletter are processed:

11.1 in order to provide the newsletter sending service - the legal basis for processing is the necessity of processing to perform the contract (Article 6 (1) (b) of the GDPR)

11.2 in the case of sending you marketing content as part of the newsletter - the legal basis for processing, including profiling, is our legitimate interest (Article 6 (1) (f) of the GDPR) in connection with the consent expressed to receive the newsletter;

11.3 for analytical and statistical purposes - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in conducting analyzes of your Users' activity on the Website in order to improve the functionalities used;
11.4 in order to possibly establish and pursue claims or defend against them - the legal basis for processing is our legitimate interest (Article 6 (1) (f) of the GDPR).

Direct marketing

12. Your Personal Data may also be used by us so that we can direct marketing content to you through various channels, i.e. via e-mail, MMS / SMS or by phone. We only take such actions if you have given us your consent, which you may withdraw at any time .

Social media

13. We process your personal data when you visit our social media profiles (Facebook, YouTube, Instagram, Twitter). These data are processed only in connection with keeping the profile, including to inform you about our activity and promote various types of events, services and products. The legal basis for the processing of personal data for this purpose is our legitimate interest (Article 6 (1) (f) of the GDPR) consisting in promoting our own brand .

Cookies and similar technology

14. Cookies are small text files installed on your device when you browse the Website. Cookies collect information that facilitates the use of the website - e.g. by remembering your visits to the Website and the activities you perform. We may use the following types of cookies as part of the Website .

Service cookies

15. We use the so-called service cookies primarily to provide you with services provided electronically and to improve the quality of these services. Therefore, we and other entities providing analytical and statistical services to us use cookies by storing information or accessing information already stored in your telecommunications end device (computer, telephone, tablet, etc.). Cookies used for this purpose include:

15.1 cookies with data entered by you (session ID) for the duration of the session (user input cookies);

15.2 authentication cookies used for services that require authentication for the duration of the session (authentication cookies);

15.3 cookies used to ensure security, e.g. used to detect fraud in the field of authentication (user centric security cookies);

15.4 multimedia player session cookies (e.g. flash player cookies), for the duration of the session (multimedia player session cookies);

15.5 persistent cookies used to personalize the User's interface for the duration of the session or a little longer (user interface customization cookies),

15.6 cookies used to monitor traffic on the website, i.e. data analytics, including Google Analytics cookies (these are files used by the Google company to analyze how you use the Website, to create statistics and reports on the functioning of the Website). Google does not use the collected data to identify the User and does not combine this information to enable identification. Detailed information on the scope and principles of data collection in connection with this service can be found at: <https://policies.google.com/technologies/partner-sites?hl=pl>

Marketing cookies:

16. We and our trusted partners also use cookies for marketing purposes, including in connection with targeting you with behavioral advertising. For this purpose, we and our trusted partners store information or gain access to information already stored on your telecommunications end device (computer, telephone, tablet, etc.). The use of cookies and personal data collected through them for marketing purposes, in particular in the field of promoting services and goods of third parties, requires your consent, which may be withdrawn at any time.

Cookies management:

17. If you do not want to receive cookies, you can change your browser settings. We reserve that disabling cookies necessary for authentication processes, security, maintaining user preferences may make it difficult to use the Website.

18. In order to manage cookie settings, select the web browser you use from the list below and follow the instructions:

18.1 Edge

18.2 Internet Explorer

18.3 Chrome

18.4 Safari

18.5 Firefox

18.6 Opera

18.7 Mobile devices:

18.8 Android

18.9 Safari (iOS)

18.10 Windows Phone

Important Marketing Techniques:

19. We use statistical analysis of website traffic through Google Analytics (Google Inc. based in the USA). We do not provide personal data to the operator of this service, but only anonymised information. The service is based on the use of cookies on your user's end device. In terms of information about user preferences collected by the Google advertising network, the user can view and edit information derived from cookies using the tool: <https://adssettings.google.com/authenticated?hl=pl>

20. We use the Facebook pixel as part of the Website. This technology means that Facebook (Facebook Inc. based in the USA) knows that a given person registered in it uses the Website. In this case, it is based on data for which he is the administrator himself. We do not provide any of your additional personal data to Facebook. The service is based on the use of cookies on your end device.

21. The purpose and scope of data collection and their further processing and use by service providers, as well as the possibility of contact and the User's rights in this regard are described in the privacy policy of service providers:

21.1 <https://www.facebook.com/policy.php>

21.2 <https://policies.google.com/privacy?hl=pl&gl=ZZ>

22. We may use remarketing techniques to adjust advertising messages to your behavior on the Website, which may give the illusion that your personal data is used for tracking, but in practice we do not provide any of your personal data to advertising operators. The technological condition for such activities is that cookies are enabled .

23. We can use a solution that studies user behavior by creating heat maps and recording behavior on the Website. This information is anonymized before it is sent to the service operator so that it does not know what natural person it relates to. In particular, passwords and other personal data are not recorded .

The period of personal data processing.

24. The period for which we process your data depends on the type of service provided and the purpose of processing. As a rule, the data is processed for the duration of the service or the performance of the order, until you withdraw your consent or submit an effective objection to data processing (in cases where the legal basis for data processing is our legitimate interest) .

25. The data processing period may be extended if the processing is necessary to establish and assert any claims or defend against them, and after that time only if and to the extent that it will be required by law.

26. After the expiry of the processing period, your data is irreversibly deleted or anonymized.

Your improvements:

27. In Due to the fact that we process your personal data, you have the following rights:

27.1 **the right to information about the processing of personal data** - on this basis, at your request, we will provide you with information on data processing, including, in particular, the purposes and legal grounds for processing, the scope of the data held, entities to which they are disclosed, and the planned date of data deletion;

27.2 **the right to obtain a copy of the data** - on this basis, upon your request, we will provide you with a copy of the processed data relating to the person submitting the request;

27.3 **the right to rectification** - at your request, we are obliged to remove any possible inconsistencies or errors in the processed personal data and to supplement them if they are incomplete;

27.4 **the right to delete data** - on this basis, you can request the deletion of data, the processing of which is no longer necessary to achieve any of the purposes for which it was collected;

27.5 **the right to limit processing** - on this basis, at your request, we will cease to perform operations on your personal data - with the exception of operations for which you have consented - and their storage, in accordance with the adopted retention rules or until the reasons for limiting data processing cease to exist

27.6 **the right to transfer data** - on this basis - to the extent that your data is processed in connection with the concluded contract or consent - we will provide you with the data provided by you in a format that can be read by a computer. You can also request that we send this data to another entity - provided that we have the appropriate technical capabilities to do so.

27.7 **the right to object to the processing of data for marketing purposes** - you can object to the processing of personal data for marketing purposes at any time, without the need to justify such objection;

27.8 **the right to object to other purposes of data processing** - You can object to the processing of personal data at any time, which is carried out on the basis of our legitimate interest (e.g. for analytical or statistical purposes or for reasons related to the protection of property); objection in this respect should contain a justification;

27.9 **the right to withdraw consent** - if the data is processed on the basis of your consent, you have the right to withdraw it at any time, which, however, does not affect the lawfulness of the processing carried out before the consent was withdrawn.

27.10 **the right to lodge a complaint** - if you believe that the way we process your personal data violates the provisions of the GDPR or other provisions on the protection of personal data, you can submit a complaint to the President of the Office for Personal Data Protection.

Recipients of data:

28. Due to the fact that we want to provide you with the best services, we will disclose your personal data to our trusted partners, including in particular suppliers responsible for the operation of IT systems, entities such as banks and payment operators, entities providing accounting services, couriers (including in connection with the execution of the order), marketing agencies (in the field of marketing services) and our related entities

29. Your personal data will be made available to other entities for their own purposes, including marketing purposes, only if you give your consent

Transferring data outside the EEA;

30. The level of personal data protection outside the European Economic Area (EEA) may differ from that provided by European law. For this reason, we will transfer your personal data outside the EEA only when necessary and with an adequate level of protection. You will be notified every time.

Security of personal data:

31. Know that we take all steps to ensure that your personal data will be processed by us in a safe manner - ensuring, above all, that only authorized persons have access to your data and only to the extent that it is necessary due to the performed through no tasks.

32. We take all necessary steps to ensure that our subcontractors and other cooperating entities guarantee the application of appropriate security measures whenever they process your personal data on our behalf.

Contact details:

33. In all matters referred to in this policy, in particular related to the processing of your personal data, you can contact us by:

33.1 E - mail contact@lazyridabeats.com

33.2 To the address of LAZY RIDA BEATS- PAWEŁ TUGEMAN ul. Kazimierza Pułaskiego 47/1 15-337 Białystok