

PRIVACY AND COOKIES POLICY OF WWW.MERCHUP.COM

in force at the company "MERCHUP Paczek Rostkowski sp.k."

1. Scope of the Privacy and Cookies Policy

The data administrator is MerchUp Paczek Rostkowski spółka komandytowa with its registered office: 00-718 Warsaw, Czerniakowska 73/79 lok.1, holding NIP 5213826637, REGON: 380133809 (hereinafter the "Company", "we" or "us"). We undertake to act appropriately if it is about the collection, use and protection of your personal data. We want you to be confident that your data is safe with us and also to fully understand how we use it to offer you a better and more personalised service. That's why this Privacy and Cookies Policy ("Policy") has been developed, which:

- sets out the types of personal data we collect;
- explains how and why we collect and use your personal data;
- explains when and why we will share your personal data with other organisations;
- explains the rights and choices you have when it comes to your personal data.

In relation to the range of products and services we offer, we want you to be clear about what this Policy covers. This Policy applies to you if you use our products and services (referred to in this Policy as "our Services").

Using our Services means:

- Creating an account on our Website and using our Services offered as part of its functionality;
- Purchase from us by telephone, online or otherwise via any of the websites ("our Services") or mobile applications ("our mobile applications") where this policy is published;
- This Policy also applies if you contact us or we contact you about our Services;

Our Services or mobile applications may contain links to other websites operated by other entities that have their own terms and privacy policies that explain how they use your personal information. In such situations, please read said terms and privacy policies carefully before providing any personal information on such a website, as we have no responsibility for third party websites.

2. Personal data we collect

This section contains information about the personal data we may collect from you when you use our Services and other personal data we may receive from other sources. By registering for our

Services, you can give us:

- Your personal data, including postal address, email address and telephone number;
- Account login credentials, such as the username and password you have chosen;
- Account login credentials, such as the username and password you have chosen;

When purchasing from us online, browsing our Websites or using our mobile applications, we may collect:

- Information about online purchases (for example, what you bought, when and where you bought it, and how you paid for it);

- Information about how you browse our Websites and mobile applications, and information about clicking on one of our advertisements (including on the websites of other organizations);
- Information about any devices used to access our Services (including make, model and operating system, IP address, browser type and mobile device identifiers);

If you use coupons or vouchers, we may collect:

- Information on how and when you use coupons or vouchers;

When contacting us, or when we contact you, or when taking part in promotions, contests, surveys or surveys concerning our Services, we may collect:

- Personal data you provide about yourself each time you contact us regarding our Services (for example, your name and surname, username, contact details, login), including by telephone, email or post, or while talking with us via social media;
- Detailed information about the emails and other digital messages we send to you, together with any links you click;
- Your opinion and contribution in customer satisfaction surveys.

3. Other sources of personal data

We may also use personal data from other sources such as: specialized companies that provide information, our business partners, and public registers. This type of personal data helps us, among other things, to:

- review and improve the accuracy of the data we hold;
- improve and measure the effectiveness of our marketing communications, including online advertising.

4. How and why we use personal data

In the table below, we explain in detail how and why we use personal data:

We use personal data to:	This means the processing of your personal data allows us to:	Why do we process your data this way?	Legal basis

Ensure the availability of our services	Managing the account you have created in our Website. Processing your orders and returns.	We need to process your personal data so that we can: manage your user account; provide you with the goods and services you want to buy; assist you with any orders or returns you may request.	Necessity for performance of the contract. When we process: • data on purchases and transactions; • contact details; • user profile information; • delivery/collectio n data. Without this information, we will not be able to provide you with our products or services. Legally justified purpose. Data processed after order fulfilment for aftersales service purposes.
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Manage and improve our day-to-day business operations	Managing and improving our Services and mobile applications.	We use cookies and similar technologies on our Services and mobile applications to improve the customer experience. Some cookies are essential, so please do not disable them in order to use all the features of our Services and mobile applications. You can disable other cookies, but this may affect your experience of using our websites. For more information on cookies and how to disable them, please see Cookies and similar technologies.	Legally justified purpose.
	To develop and improve our product range, services, knowhow and the way we communicate with you.	We rely on the use of personal data to carry out market research, as well as to improve our IT systems (including security) and our product range and services. This enables us to serve you better as a customer.	
	Detection and prevention of fraud and other crimes.	It is important that we monitor our Services in the context of detecting and preventing fraud, other crime and misuse of the Services. This will help us to make sure that you can use our Services safely.	

Customised services to meet your expectations	To analyse your browsing habits on our Services and your purchasing habits so that we can better understand you as our user and customer and provide you with personalised offers and services.	Reviewing your behaviour and purchases allows us to personalise our offers and services. This will help us to meet your needs as a customer.	Legally justified purpose.
	To send you relevant marketing communications (including by email, postal mail or online advertising) regarding our products and services and those of our suppliers and partners. In this connection, online advertising may be displayed on our websites and on third-party websites and other online media channels. We may also measure the effectiveness of our marketing communications and those of our suppliers and business partners.	We want to make sure that we deliver marketing communications, including online advertising, that are relevant to your interests. To achieve this, we measure your responses to marketing communications related to the products and services we offer, which means we can offer you products and services that better meet your needs as a customer. You can change your marketing choices, both when you register with us and at any time thereafter. You also have choices when it comes to online advertising. In the following section of the Policy, we outline the options you can choose regarding cookies and how you can control your online	We rely on your consent for most marketing communications, but there are situations where this is within our legitimate purpose.

		behavioural preferences. We rely on your consent for most marketing communications, but there are situations where it is within our legally justified c.	
Contact and interaction with you	To contact you about our Services, for example by telephone, email or post, or by replying to social media posts that you have directed to us. Manage the promotions and competitions you take part in, including those we run with our suppliers and business partners. Invite participation in customer satisfaction surveys and other market research conducted by us and other organisations acting on our behalf.	We want to serve you best as a customer, so we use personal information to provide clarification or assistance in response to your communication. We need to process your personal data so that we can manage the promotions and competitions you choose to participate in. We conduct market research in order to improve our Services. However, if we contact you about this, you do not have to take part in the research. If you tell us that you do not want us to contact you for market research, we will respect that choice. This will not affect your ability to use our Services.	Legally justified purpose.

5. Our legitimate purposes in using your personal data

Where we have mentioned above that the use of personal data is based on our "legitimate purpose", these are:

- serving the needs of our customers, including the delivery of our products and services;
- promoting and marketing our products and services;
- account handling (for example, an online shopping account), complaint management and resolution of any disputes;
- understanding our customers, including their patterns, behaviour, as well as their tastes and preferences;
- protecting and supporting our business, colleagues, customers and co-owners;
- testing and developing new products and services and improving existing ones;
- legal/regulatory requirements.

6. How and why we share personal data with business partners and service providers

In this section we explain how and why we share personal data with business partners and service providers. When we share personal data with these companies, we require them to maintain security and they must not use personal data for their own marketing purposes.

Business partners	We work with a number of trading partners who sell products through our services. In such situations, we only share personal data that enables our business partners to provide their services. For example, when you shop through our Service, we may share your name and contact details with our business partner so that they can deliver the products you have selected.
Service providers	We work with carefully selected service providers who perform certain functions on our behalf. These include, for example, companies that help us provide: customer services, technology services, data storage and linkage, payment processing and order delivery. We only share personal data that enables our suppliers to provide these services. Some of the service providers we work with operate online media channels within which they place relevant advertisements for our products and services, as well as for our suppliers and our business partners. For example, you may see an ad for our products and services when you use a certain social media site or watch online TV.

7. How and why we share personal data with others

We may share personal data with other organisations in the following circumstances:

- when the law or a public authority says that we must share personal data;
- where we need to share personal data in order to establish, exercise or defend our rights (including transferring personal data to others for fraud prevention and credit risk reduction);
- to an organisation to which we sell or transfer (or enter into negotiations to sell or transfer) any of our rights or obligations under any contract we may have with you. If the transfer or sale is successful, the entity receiving your personal information may use your personal information in the same way as we do;
- to any legal successors associated with our business.

8. How we protect your personal data

We know how important it is to properly secure and manage personal data. This section outlines some of the measures we have put in place. To ensure the security of your data we use computer security measures such as:

- restricting access only to employees who need it to perform their job duties;
- we enforce physical, electronic and procedural safeguards relating to the collection, storage and disclosure of personal data;
- physical access controls to our buildings and files;
- firewalls and encryption of data during transmission using the Secure Sockets Layer (SSL) protocol.

However, although appropriate technical and organisational measures have been taken to protect personal data, we cannot guarantee the security of any personal data sent to us over the Internet.

The personal data we collect from you may be transferred to and stored at a destination outside the European Economic Area ("EEA"). It may also be processed by companies outside the EEA that work for us or for one of our service providers. If we do this, we will ensure that your privacy rights are respected in accordance with this Policy. The most common way we do this is by putting in place a specific type of contract (see here for more information on: https://ec.europa.eu/info/law/law-topic/data-protection/data-transfers-outsideeu_en) or through an approved programme such as the Privacy Shield: <https://www.privacyshield.gov/welcome>.

9. How long we process personal data

We will not keep your personal data for longer than we need to, which depends on several factors:

1. (Above all) the reason why we collected them;
2. How long ago they were collected;
3. Is there a legal/regulatory basis for us to retain them;
4. Do we need them to protect your interest or ours.

10. Choice in terms of receiving marketing communications and participating in market research

We will send you relevant offers and information about our products and services in a number of ways, including by email, but only if you have previously agreed to receive this marketing information. When you register with our Service, we will ask you whether you wish to receive marketing communications. You will be able to change your choice of marketing preferences at any time via the settings panel within your user account, by telephone (*tel. 733 080 840*) or in writing (*MerchUp, Czerniakowska 73/79 lok.1, 00-718 Warsaw*).

We would also like your feedback to help us improve our Services, so you may be contacted for market research. You will always have the choice of taking part in our market research or opting out.

11. How we use cookies

Cookies (so-called "cookies") are IT data - in particular text files - placed by our Website on the User's terminal equipment during each visit, which allows our websites to remember the User's computer or device and serves several purposes. The entity placing cookies on the Service User's terminal equipment and accessing them is the Foundation. The Service server automatically logs information sent by the User's browser when viewing the website. The server logs may include information such as the network request, IP address, browser type and language, date and time of the request. This information allows us to improve the quality of our Services by identifying and storing User preferences and tracking trends, such as how our Services are searched.

The following types of cookies are used on our Services:

ACTION	CHARACTERISTICS	TYPE
Ensuring performance	§ compatibility (e.g. identification of browser type); § optimisation (e.g. measuring the loading time of the Website content);	<i>Session cookies</i> → when the browser is closed, the cookies are deleted
Increasing safety	§ verifying that the user's device is securely logged in throughout their visit to the Website;	<i>Session cookies</i> → when the browser is closed, the cookies are deleted
Remembering preferences	§ improving the operation of the Service e.g. by personalized content, greeting or remembering the selected language;	<i>Sessions cookies</i> → when closing your browser cookies are deleted
Analysis of the use of the Service	§ to collect statistics on, among other things, the total number of visits to the Website and references to the Website;	<i>Permanent cookies</i> → deleted after not visiting the Website for a long time

Feedback from Service Users

§ preventing one-time notifications from being displayed after the User moves to another subpage of the Service;

Sessions cookies → when closing your browser cookies are deleted

§ preventing recurring notifications from being displayed for a defined period;

Permanent cookies → deleted after not visiting the Website for a long time

Plugins / widgets

§ sharing the Service's content on social media platforms;

Permanent cookies → deleted after not visiting the Website for a long time

§ recording users' interactions on the Website (e.g. by means of a sharing counter);

Provision of appropriate marketing content (in particular, advertisements for online)

§ delivery of online advertisements, which our opinion you find most relevant on our Services and on the websites of others entities;

Permanent cookies → deleted after not visiting the Website for a long time

Measuring the effectiveness of our marketing communications (including online advertising)

§ measuring the effectiveness of our online advertising campaigns and those sent via email;

Permanent cookies → deleted after not visiting the Website for a long time

§ controlling the number of ad impressions.

Cookies placed on a Service User's terminal equipment may also be used by third parties to offer users additional functionality. The use of these tools or widgets may result in the collection of cookies on users' devices in order to facilitate the use of these services and to ensure that user interaction is displayed correctly on our Services.

12. Your choice of cookies

Although most web browsers automatically allow cookies to be placed on your computer, you may choose not to receive cookies so that you remain anonymous. If this is the case, please note that by not consenting to the placement of cookies, the User will not be able to take full advantage of all the features of the Website. In order to configure the options of his/her device regarding the consent to the storing of cookies and to determine the scope of the cookies to be stored, the User can make changes to the settings of the Internet browser used (in most cases, this option can be found in the Tools or Preferences menu of the browser).

We would like to inform you that if you do not change your cookie settings, they will be placed on your terminal equipment. In this case, our Services may store information in the User's terminal equipment and access this information. Information on how to manage cookies in the various browsers can be found on the pages dedicated to the individual browsers:

- Firefox: <https://support.mozilla.org/pl/kb/ciasteczka>

- IE: <https://support.microsoft.com/pl-pl/help/17442/windows-internet-explorer-delete-manage-cookies>
- Chrome: <https://support.google.com/chrome/answer/95647?hl=pl>
- Opera: <http://help.opera.com/Linux/12.10/pl/cookies.html>
- Safari: <https://support.apple.com/pl-pl/HT201265>

Additional information on cookie management can be found on sites such as <http://allaboutcookies.org>

13. Right of access to data

You have the right to inspect your personal data that we hold.

14. Other rights of data subjects

With regard to your personal data, you also have:

- **Right of rectification**

If you think we have inaccurate or missing information about you, let us know and we will correct it.

- **Right to object**

General objection - we will consider your objection to our use of your personal data. If your rights outweigh our interests in using your personal data, then at your request we will either restrict the processing (see section 14.3 below) or delete it (see section 14.4 below).

Objection to direct marketing - if you raise such an objection we will stop using your personal data for direct marketing purposes. As a result of an objection to direct marketing, and where we have no other legal basis for its use, the processing of your personal data will be stopped within 30 days.

- **Right to restrict data processing**

There are several situations where the use of personal data can be restricted, including (but not limited to):

- you have lodged a general objection (mentioned in paragraph 14.2 above);
- you question the accuracy of the personal data we hold;
- we have used your personal data unlawfully, but you do not want us to delete it.

- **Right of erasure**

There are a number of situations in which you can instruct us to delete your personal data, including (but not limited to):

- we no longer need to store your personal data;
- you have successfully lodged a general objection (mentioned in paragraph 14.2 above);
- you have withdrawn your consent for us to use your personal data (and we have no other reason to use it);
- we have unlawfully processed your personal data.

- **Right to data portability**

If you would like a copy of the personal data we hold about you, please contact us via:

hello@merchup.com

- **Right to lodge a complaint with a supervisory authority**

We would like to be able to resolve all your requests and comments, however, you also have the right to lodge a complaint directly with your local supervisory authority if you believe that we are processing personal data unlawfully.

- **More information on your data protection rights**

The website of the President of the Office for the Protection of Personal Data (PUODO) on data protection provides more detailed information on your data protection rights mentioned above. If you would like to talk to us in more detail about these rights, please use the section below in which we inform you "how to contact us".

15. How to contact us

If you have questions about how your personal data is collected, stored and used, please contact us:

Telephone: +48 733 080 840

E-mail: hello@merchup.com

Post: ul. Czerniakowska 73/79 lok. 1, 00-718 Warszawa

The privacy policy has been updated: 19.06.2026