



Don't make yourself an easy target

PRIVACY AND COOKIES POLICY

Use of the website <https://www.1strike.io/> implies acceptance of the following terms of the Privacy Policy and Cookies Policy.

As a User, familiarize yourself with its provisions. The table of contents below will help you do so. In it, we inform you how we take care of Users' data, how we process it, to whom we entrust it and many other important issues related to personal data.

§1 GENERAL PROVISIONS

This Privacy Policy and Cookies Policy sets out the rules for the processing and protection of personal data provided by Users and Cookies, as well as other technologies appearing on the website <https://www.1strike.io/>.

The administrator of the site and personal data provided within its framework is 1STRIKE Limited Liability Company based in Warsaw at 27 Jana Pawła II Avenue, 00-867 Warsaw, registered in the Register of Entrepreneurs kept by the District Court for the Capital City of Warsaw in Warsaw, 13th Commercial Division of the National Court Register under KRS: 0000939979, REGON: 520790175, NIP: 5272982391.

We care about the security of your personal information and the privacy of the Site User. We are glad that you have visited our Site.

If you have any doubts about the provisions of this Privacy Policy and the Cookies Policy, please contact the Administrator via e-mail address: adm@1strike.io

The Administrator reserves the right to make changes to the privacy policy, and each User of the Site is obliged to know the current privacy policy. The reason for the changes may be the development of Internet technology, changes in generally applicable law or the development of the Site through, for example, the use of new tools by the Administrator. At the bottom of the page you will find the date of publication of the current Privacy Policy.

§2 DEFINITIONS

Administrator - 1STRIKE Spółka z ograniczoną odpowiedzialnością with its registered office in Warsaw at 27 Jana Pawła II Avenue, 00-867 Warsaw, registered in the Register of Entrepreneurs kept by the District Court for the Capital City of Warsaw in Warsaw, 13th Commercial Department of the National Court Register under KRS number: 0000939979, REGON: 520790175, NIP: 5272982391.



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User - any entity staying on the site and using it.

Website and/or Online Store - website, blog and online store.

located at <https://www.1strike.io/>.

User Account or Account - User's account established on the online platform allowing access to the purchased 1STRIKE tool in accordance with the Terms and Conditions of the Store, which the User is required to accept when registering the Account.

Form or Forms - places on the Site that allow the User to enter personal data, for the purposes indicated therein, e.g. to send a newsletter, to place an order, to contact the User.

Newsletter - means a free service provided electronically by the Administrator to the User by sending electronic letters through which the Administrator informs about events, services, products and other elements relevant to the Administrator and / or for the purpose of realization of the Administrator's legitimate purpose, which is direct marketing, including sending marketing and commercial content with the User's consent. For details on sending the Newsletter, please refer to the following section of this Privacy Policy and the Newsletter Regulations.

RODO - means Regulation EU 2016/679 of the European Parliament and of the Council of April 27, 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).

Personal Data Protection Act - the Act of May 10, 2018 on the protection of personal data (Journal of Laws 2018, item 1000, as amended).

Act on Providing Services by Electronic Means - Act of July 18, 2002 on Providing Services by Electronic Means (Journal of Laws of 2020, item 344, as amended).

Telecommunications Law - the Law of July 16, 2004. Telecommunications Law (Journal of Laws of 2021, item 576, as amended).

§3 PERSONAL DATA AND PRINCIPLES OF THEIR PROCESSING

WHO IS THE CONTROLLER OF YOUR PERSONAL DATA?

The administrator of the User's personal data is 1STRIKE Ltd. with its registered office in Warsaw at Aleja Jana Pawła II 27, 00-867 Warsaw, registered in the Register of Entrepreneurs kept by the District Court for the Capital City of Warsaw in Warsaw, XIII Business Department of the National Court Register under KRS: 0000939979, REGON: 520790175, NIP: 5272982391.

IS THE PROVISION OF DATA VOLUNTARY? WHAT ARE THE CONSEQUENCES OF NOT PROVIDING THEM?

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Provision of data is voluntary, however, failure to provide certain information, as a rule marked on the Administrator's pages as mandatory, will be associated with the inability to perform a given service and achieve a certain purpose or take certain actions.

Provision by the User of data that is not mandatory or excess data that the Administrator does not need to process is based on the User's own decision, in which case the processing takes place on the basis of the premise contained in Article 6(1)(a) of the RODO (consent). The User gives consent to the processing of such data and to the anonymization of data that the Administrator does not require and does not want to process, but the User has nevertheless provided to the Administrator.

FOR WHAT PURPOSES AND ON WHAT LEGAL BASIS DO WE PROCESS YOUR PERSONAL DATA PROVIDED AS PART OF YOUR USE OF THE SITE?

The User's personal data on the Administrator's Site may be processed for the following purposes and on the following legal grounds:

1.	Performing a service or executing a concluded contract, sending an offer (e.g. advertising) at the request of the User	Article 6(1)(b) of the DPA (necessary to enter into and/or perform a contract or to take action on a request)	the data are processed for the duration of the contract/the time necessary to send the offer and the User's response, and then the time until the expiration of the statute of limitations for claims 2 years or 6 years from the execution of the contract, depending on whether the User is an entrepreneur
2.	Issuing an invoice, bill and fulfilling other obligations under the tax law in case of making orders from the Online Store or other products and services	Article 6(1)(c) of the RODO (legal obligation)	data is processed for 5 years from the end of the tax year in which the tax event occurred
3.	giving a discount or informing about promotions and interesting offers of the Administrator or entities recommended by the Administrator, including sending a newsletter	Article 6(1)(a) RODO (consent)	data is processed until consent is withdrawn, then for a period of 2 years for those who have withdrawn consent or after a period of 6 months of no activity by the recipient
4.	storage of unpaid orders	Article 6(1)(f) RODO (legitimate interest of the administrator)	data is processed until it is no longer useful 14 days after placing the order

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5.	handling complaints or claims related to the contract	Article 6(1)(b) of the DPA (necessary for the conclusion and/or performance of the contract) and under Article 6(1)(c) of the DPA (legal obligation)	data are processed for the duration of the procedure or claim 1 year from the expiration of the claim deadline or 5 years from the end of the fiscal year for data stored under tax laws
6.	establishing, asserting or defending against claims	Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until the basis for processing ceases to exist

			2 years or 6 years from the execution of the contract, depending on whether the User is an entrepreneur
7.	Telephone contact on matters related to the implementation of the service, contract	Article 6(1)(b) of the RODO (necessary for the conclusion and/or performance of the contract)	data are processed for the duration of the contract/time necessary to send the offer and the User's response, and then the time until the expiration of the statute of limitations for claims 2 years or 6 years from the execution of the contract, depending on whether the User is an entrepreneur
8.	telephone contact for the purpose of providing offers and direct marketing	Article 6(1)(a) RODO (consent)	data is processed until consent is withdrawn
9.	Creation of records related to RODO and other regulations	Article 6(1)(c) RODO (legal obligation) and Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until the basis for processing ceases to exist or is no longer useful to the controller
10.	Archiving for the purpose of securing information that can be used to prove facts	Article 6(1)(f) RODO (legitimate interest of the administrator)	data is processed until an objection is made or it is no longer useful to the controller 2 years or 6 years from the execution of the contract, depending on whether the

			The user is an entrepreneur
11.	analytical purpose, consisting, among other things, of analyzing data collected automatically when using the website, including cookies such as Google Analytics cookies or Meta Pixel cookies	Article 6(1)(f) RODO (legitimate interest of the administrator)	data is processed until the user deletes cookies from the browser
12.	use of cookies on the Site and its subpages	Article 6(1)(a) RODO (consent)	data is processed until the user deletes cookies from the browser
13.	Management of the Website and the Administrator's pages on other platforms	Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until an objection is lodged or the data are no longer useful to the controller
14.	satisfaction survey on services offered	Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until an objection is lodged or the data are no longer useful to the controller
15.	posting by the User of an opinion about services provided by the Administrator	Article 6(1)(a) RODO (consent)	data is processed until the consent is withdrawn or is no longer useful to the

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			controller, unless the withdrawal of consent occurs earlier
16.	Administrator's internal administrative purposes related to managing contact with the User	6(1)(f) RODO (legitimate interest of the administrator)	data are processed until the basis for processing ceases to exist

			2 years or 6 years from the execution of the contract, depending on whether the User is an entrepreneur
17.	matching the content displayed on the Administrator's websites to individual needs and continuous improvement of the quality of services offered	Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until an objection is lodged or the data are no longer useful to the controller
18.	Direct marketing to you of products or Services or recommended third parties	Article 6(1)(f) RODO (legitimate interest of the administrator)	data are processed until an objection is lodged or the data are no longer useful to the controller
19.	operating a Facebook fanpage and interacting with users	Article 6(1)(f) RODO (legitimate interest of the administrator) and Article 6(1)(a) RODO (consent)	data are processed until consent is withdrawn or an objection is lodged or the data are no longer useful to the controller
20.	Operating a profile on the Instagram platform and interacting with users	Article 6(1)(f) RODO (legitimate interest of the administrator) and Article 6(1)(a) RODO (consent)	data are processed until consent is withdrawn or an objection is lodged or the data are no longer useful to the controller
21.	Operating a profile on the LinkedIn platform and interacting with users	Article 6(1)(f) RODO (legitimate interest of the administrator) and Article 6(1)(a) RODO (consent)	data is processed until consent is withdrawn or an objection is made or the data is no longer useful to the controller
22.	targeting advertising on social media and on	Article 6(1)(a) RODO (consent) and pursuant to Art.	data are processed until you withdraw your consent or

	websites, the type of ads created with Facebook Ads Manager, and remarketing targeting	6(1)(f) RODO (the Administrator's legitimate interest) consisting of promoting and advertising the Administrator's services through remarketing targeted to those subscribed to the mailing or visiting the website in question)	to object or lose the usefulness of the data to the controller
23.	recruitment	for the purpose of and for the time necessary to take the steps necessary before entering into a contract- Article 6(1)(b) of the RODO, and up to 6-months after the end of the recruitment, and in the case of data voluntarily provided by the candidate or redundant data- based on Article 6(1)(a) of the RODO (consent), and Article 9(2)(a) of the RODO (consent) - in case of data given to the candidate, for recruitment purposes - on the basis of expressed consent under Article 6(1)(a) of the RODO,	Until the conclusion of the contract or withdrawal of consent. No longer than 6 months from the end of recruitment. For a period of up to 1 year (this period is calculated from the end of the year in which the data was acquired)

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	for the purpose and for the period of time necessary for the realization of the legitimate interests pursued	Pending objections.
	sensitive by	
	future	

by the Administrator, e.g. to assert and defend against claims, to market its own products and services (to the extent that the processing is necessary for this purpose) - on the basis of Article 6(1)(f) of the RODO.

Provision by the User of data that is not mandatory or excess data that the Administrator does not need to process is based on the User's own decision, in which case the processing takes place on the basis of the premise contained in Article 6(1)(a) of the RODO (consent). The User gives consent to the processing of such data and to the anonymization of data that the Administrator does not require and does not want to process, but the User has nevertheless provided to the Administrator.

RECRUITMENT

The Administrator provides a recruitment form on its website for the User to submit his/her data in the form of a resume in order to participate in the recruitment process.

Sending your resume means taking part in the recruitment and implies your consent to the processing of special category data and redundant data contained in the submitted recruitment documents also for the purposes of future recruitment processes conducted by the Administrator, if the person has given his/her consent.

Your personal data will be processed for the following purposes, based on the indicated legal grounds:

1. 1) for the purpose and for the time necessary to take the steps necessary before entering into a contract- Article 6(1)(b) of the RODO, and up to 6 months after the end of the recruitment, and based on Article 6(1)(a) of the RODO in the case of data provided voluntarily by the candidate, and Article 9(2)(a) (consent) - in the case of sensitive data provided by the candidate,
2. 2) for future recruitment purposes - on the basis of your consent under Article 6(1)(a) of the RODO, for a maximum period of 1 year (this period is calculated from the end of the year in which the data was obtained),
3. 3) for the purpose and for the period necessary for the realization of legitimate interests pursued by the Administrator, e.g. the assertion and defense against claims, marketing of the Administrator's own products and services (to the extent that processing is necessary for this purpose) - on the basis of Article 6(1)(f) of the RODO.

At any time, the User may withdraw the consent given, with the withdrawal not affecting the compatibility with the processing performed on the basis of the consent given before its



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withdrawal. The User also has the right to object to processing on the basis of the Administrator's legitimate interests. The Administrator will cease processing the User's data for these purposes unless the User can demonstrate that, with respect to this data, there are valid legitimate grounds for the Administrator that override the User's interests, rights and freedoms, or this data will be necessary for the Administrator to possibly establish, assert or defend claims.

Personal data processed by the Administrator by virtue of the contract between him and the User may also be entrusted to other entities. The Administrator may share personal data with the following recipients: entities with whom or on whose behalf we perform services to the extent that it is necessary and with whom we cooperate in the execution of orders, law firm, companies providing services

postal and courier services, other IT system maintenance and hosting services, email service provider, cloud services. We may also be required to share your data with private and public entities by law.

Data related to the recruitment process will not be transferred to third countries.

You have the right to access the content of your data, receive a copy of your data and the right to rectify, delete, limit processing, the right to data portability, the right to object, the right to withdraw consent at any time, which, however, will then not affect the lawfulness of the processing carried out on the basis of consent before its withdrawal.

You also have the right to lodge a complaint with the President of the Office for Personal Data Protection if you consider that the processing of your personal data violates the provisions of the RODO.

Provision of personal data is voluntary, except that the provision of certain data may be necessary to achieve the purposes of processing. The consequence of failing to provide such data will be the failure to carry out the above-mentioned activities and the inability to participate in the recruitment process or future recruitment.

User data is not profiled as part of the Administrator's recruitment activities.

HOW IS THE DATA COLLECTED?

Only the data that the user himself provides is collected and processed (with the exception - in certain situations - of data collected automatically through cookies and login data, as discussed below).

When you visit the site, we automatically collect data about the visit itself, such as your IP address, domain name, browser type, operating system type, etc.



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(login data). Automatically collected data can be used to analyze user behavior on the website, collect demographic data about users, or to personalize the content of the website in order to improve it. However, this data is processed only for the purposes of administering the site, providing efficient hosting services, or targeting marketing content, and is not associated with the data of individual users. For more information about cookies, please refer to the following section of this policy.

Data may also be collected for the purpose of filling out forms on the Site, as discussed further in the privacy policy.

WHAT ARE THE USER RIGHTS?

The user has at any time the rights contained in Articles 15- 21 of the RODO, i.e.: the right of access to the content of his/her data, the right to data portability, the right to correct data, the right to data rectification, the right to data erasure if there is no basis for data processing, the right to limit processing if it occurred incorrectly or without a legal basis, the right to object to data processing on the basis of the administrator's legitimate interest, the right to lodge a complaint to the supervisory authority - the President of the Office for Personal Data Protection (under the terms of the Personal Data Protection Act), if he/she considers that the processing of his/her data is incompatible with the currently applicable data protection laws. The right to be forgotten, if further processing is not provided for by currently applicable laws.

The Administrator notes that these rights are not absolute and do not apply to all processing activities of the User's personal data. This applies, for example, to the right to obtain a copy of the data. This entitlement must not adversely affect the rights and freedoms of others, such as, for example, copyright, professional secrecy. To learn more about the limitations on the User's rights, we refer you to the contents of the RODO.

However, the user always has the right to file a complaint with the supervisory authority.

In order to exercise his/her rights, the User may contact the Administrator via e-mail address: adm@1strike.io or by letter to the Administrator's place of business address, if provided in this privacy policy, indicating the scope of his/her requests. A response will be provided no later than 30 days from the date of receipt of the request and its justification, unless an extension of this period is justified in accordance with the RODO.

CAN A USER REVOKE HIS/HER CONSENT?

If the User has consented to a certain action, such consent may be withdrawn at any time, which will result in removal of the e-mail address from the Administrator's mailing list and cessation of the indicated actions (in the case of enrollment based on consent). Withdrawal of consent shall not affect the processing of data performed on the basis of consent before its withdrawal.



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In some cases, the data may not be completely deleted and will be retained to defend against possible claims for a period of time in accordance with the provisions of the Civil Code Act or, for example, to comply with legal obligations imposed on the Administrator.

Each time, the Administrator will refer to the User's request, adequately justifying further actions arising from legal obligations.

DO WE TRANSFER YOUR DATA TO THIRD COUNTRIES?

User data may be transferred outside the European Union - to third countries.

Due to the fact that the Administrator uses third-party providers of various services e.g. Meta Platforms Ireland Limited (Facebook and subsidiaries) hereafter referred to as Meta or Facebook, Google, Microsoft, etc., User data may be transferred to the United States of America (USA) in connection with their storage on American servers (in whole or in part). Google and Facebook use the compliance mechanisms provided by the RODO (e.g., certificates) or standard contractual clauses for their services. They will only be transferred to recipients that guarantee the highest data protection and security, including by:

1. (a) cooperation with processors of personal data in countries for which a relevant decision of the European Commission has been issued,
2. (b) the use of standard contractual clauses issued by the European Commission (as is the case with Google, for example),
3. (c) application of binding corporate rules approved by the relevant supervisory authority,

or to those whose personal data the User has consented to the transfer of.

Detailed information is available in the content of the privacy policy of each provider of these services, available on their websites. For example:

Google Ireland Limited: <https://policies.google.com/privacy?hl=pl>

Meta Platforms Ireland Limited: <https://www.facebook.com/privacy/explanation>

Currently, the services offered by Google and Meta are mainly provided by entities located in the European Union. You should, however, each time read the privacy policies of these providers in order to receive up-to-date information regarding the protection of personal data.

HOW LONG DO WE KEEP USER DATA?

The User's data will be kept by the Administrator for the duration of the performance of the individual services/achievement of objectives and:

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1. a) for the period of performance of the service and cooperation, as well as for the period of limitation of claims under the law - with respect to data provided by contractors and customers or Users,
2. b) for the period of discussions and negotiations preceding the conclusion of a contract or the performance of a service - with regard to the data provided in the request for proposal,
3. c) for the period required by law, including tax law - for personal data involving compliance with obligations under applicable laws,
4. (d) until an effective objection filed under Article 21 of the DPA - with respect to personal data processed on the basis of a legitimate interest of the controller, including for direct marketing purposes,
5. e) until the withdrawal of consent or the achievement of the purpose of processing, business purpose - for personal data processed on the basis of consent. After the withdrawal of consent, the data may still be processed for the purpose of defense against possible claims in accordance with the statute of limitations for such claims or the period (shorter) indicated to the User,
6. (f) until obsolete or no longer useful - with respect to personal data processed primarily for analytical, statistical, cookie usage and administration of the Administrator's Sites,
7. (g) for a period of up to 2 years in the case of persons who have unsubscribed from the newsletter for the purpose of defense against possible claims (e.g., information about the date of subscription and the date of unsubscribing from the newsletter, the number of newsletters received, actions taken and activity related to the messages received), or after a period of 1 year of lack of any activity by the subscriber in question, e.g., not opening any message from the Administrator.

Data retention periods indicated in years are counted at the end of each year in which data processing began. This is intended to streamline data processing and management.

Detailed processing periods of personal data, pertaining to individual processing activities, are included in the Administrator's register of processing activities.

LINKS TO OTHER SITES

Links referring to other websites may appear on the Site. They will open in a new browser window or in the same window. The Administrator is not responsible for the content provided by these sites. The user is obliged to read the privacy policy or terms and conditions of these sites.

ACTIVITY IN SOCIAL MEDIA - FACEBOOK

The administrator administers User data on the fanpage under the name 1strike.io

(URL: <https://www.facebook.com/1strike.io>) on Facebook (hereinafter referred to as Fanpage).



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The User's personal data provided on Fanpage will be processed for the purpose of administering and managing Fanpage, communicating with the User, interacting with the User, directing marketing content to the User and creating a Fanpage community.

The basis for their processing is the User's consent and the administrator's legitimate interest in interacting with Users and Fanpage Observers. The User voluntarily chooses to like/watch the Fanpage.

The rules of the Fanpage are set by the Administrator, however, the rules of staying in the social network Facebook are based on the rules of Facebook.

At any time, the User may stop observing the Fanpage. However, the Administrator will not then display to the User any content coming from the Administrator and related to the Fanpage.

The Administrator sees the User's personal data, such as, for example, first name, last name and general information, which the User posts on his/her profiles as public.

The processing of other personal data is carried out by the social network Facebook and under the terms of its regulations.

The User's personal data will be processed for the period of running/existence of the Fanpage based on the consent given by liking/clicking "Observe" the Fanpage or interacting, e.g. leaving a comment, sending a message, and for the purpose of realizing the Administrator's legitimate interests, i.e. marketing its own products or services or defending against claims.

User's personal data may be shared with other data recipients, such as Facebook, cooperating advertising agencies or other subcontractors operating the Administrator's Fanpage, IT service, virtual assistant, if there is contact outside Facebook.

Your other rights are described in this Privacy Policy.

User data may be transferred to third countries in accordance with Facebook's regulations.

The data may also be profiled, which helps to better personalize the advertising offer directed to the User. However, they will not be processed in an automated manner within the meaning of the RODO (having a negative impact on the User's rights and freedoms).

Facebook privacy policy: <https://www.facebook.com/privacy/explanation>

SOCIAL MEDIA ACTIVITY - INSTAGRAM

The Administrator administers the User's data on the profile page under the name 1strike.io available at URL: <https://www.instagram.com/1strike.io/> on Instagram (hereinafter referred to as Profile).



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The User's personal data provided on the Profile will be processed for the purpose of administering and managing the Profile, communicating with the User, interacting with the User, targeting the User with marketing content and creating a Profile community.

The basis for their processing is the User's consent and the administrator's legitimate interest in interacting with Users and Profile Observers. The User voluntarily chooses to like/watch the Profile.

The rules of the Profile are set by the Administrator, however, the rules of staying in the Instagram social network are based on the rules of Instagram.

At any time, the User may stop watching the Profile. However, the Administrator will not then display to the User any content originating from the Administrator and related to the Profile.

The Administrator sees the User's personal data, such as, for example, first name, last name or general information, which the User posts on his/her profiles as public. Processing of other personal data is carried out by the social network Instagram and under the terms of its regulations.

The User's personal data will be processed for the period of running/existence of the Profile on the basis of the consent given by liking/clicking "Observe" the Profile or interacting, e.g. leaving a comment, sending a message, and for the purpose of realizing the Administrator's legitimate interests, i.e. marketing its own products or services or defending against claims.

Your personal data may be shared with other data recipients, such as cooperating advertising agencies or other subcontractors servicing the Administrator's Profile, IT service, virtual assistant, if contact is made outside of Instagram.

Your other rights are described in this Privacy Policy.

User data may be transferred to third countries in accordance with Instagram regulations.

The data may also be profiled, which helps to better personalize the advertising offer directed to the User. However, they will not be processed in an automated manner within the meaning of the RODO (having a negative impact on the User's rights and freedoms).

Instagram privacy policy: <https://help.instagram.com/519522125107875>

SOCIAL MEDIA ACTIVITY - LINKEDIN

The Administrator administers the User's data on the profile page under the name 1strike.io available at URL: <https://www.linkedin.com/company/1strike-io> on LinkedIn (hereinafter referred to as Profile).



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The User's personal data provided on the Profile will be processed for the purpose of administering and managing the Profile, communicating with the User, interacting with the User, targeting the User with marketing content and creating a Profile community.

The basis for their processing is the User's consent and the administrator's legitimate interest in interacting with Users and Profile Observers. The User voluntarily chooses to like/watch the Profile.

The rules of the Profile are set by the Administrator, however, the rules of being on the LinkedIn social network are derived from LinkedIn's regulations.

At any time, the User may stop watching the Profile. However, the Administrator will not then display to the User any content originating from the Administrator and related to the Profile.

The Administrator sees the User's personal data, such as, for example, first name, last name and general information, which the User posts on his/her profiles as public. The processing of other personal data is carried out by the social network LinkedIn and under the terms of its regulations.

The User's personal data will be processed for the period of running/existence of the Profile on the basis of the consent given by liking/clicking "Observe" the Profile or interacting, e.g. leaving a comment, sending a message, and for the purpose of realizing the Administrator's legitimate interests, i.e. marketing its own products or services or defending against claims.

Your personal data may be shared with other data recipients, such as the LinkedIn portal cooperating advertising agencies or other subcontractors servicing the Administrator's Profile, IT service, virtual assistant, if there is a contact outside the LinkedIn portal.

Your other rights are described in this Privacy Policy.

User data may be transferred to third countries in accordance with LinkedIn's regulations.

The data may also be profiled, which helps to better personalize the advertising offer directed to the User. However, they will not be processed in an automated manner within the meaning of the RODO (having a negative impact on the User's rights and freedoms).

LinkedIn privacy policy: <https://pl.linkedin.com/legal/privacy-policy>

DATA SECURITY

The User's personal information is stored and protected with due care, in accordance with the Administrator's implemented internal procedures. The Administrator processes User information using appropriate technical and organizational measures that meet the requirements of generally applicable laws, in particular the regulations on personal data protection. These measures are primarily aimed at securing the Users' personal data from access by unauthorized persons.

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In particular, only authorized persons who are obliged to keep the data confidential or entities entrusted with the processing of personal data on the basis of a separate data entrustment agreement have access to Users' personal data.

At the same time, the user should be diligent in securing his/her personal data transmitted over the Internet, in particular, do not disclose his/her login information to third parties, use anti-virus protection and keep software up-to-date.

WHO MAY BE THE RECIPIENTS OF PERSONAL DATA?

The Administrator informs that he uses the services of external entities. Entities to which it entrusts the processing of personal data (such as, for example, courier companies, companies mediating electronic payments, companies offering accounting services, companies enabling the sending of newsletters) guarantee the application of appropriate measures for the protection and security of personal data required by law, in particular by the RODO.

The Administrator informs the User that he entrusts the processing of personal data to, among others, the following entities:

1. HubSpot Ireland Limited, HubSpot House, One Sir John Rogerson's Quay, Dublin 2, Ireland - for the purpose of sending newsletters and using the mailing system
2. mBank S.A. , NIP: 526-021-50-88- provider of mOrganizer software - company accounting and invoicing services
3. dhosting.pl Sp. z o.o. NIP: 7010198361 - to store personal data on the server, to create landing pages and collect leads,
4. Justyna Talarek, JUSTTAX Accounting Office NIP: 8212312866, CashDirector, NIP: 5272982391 - for accounting services,
5. Microsoft Ireland Operations Ltd, One Microsoft Place VAT IE8256796U - to operate the domain and mail server,
6. GitLab Inc.- a provider of software for software development projects,
7. fly on the cloud spzoo, Tax ID: 8971797086, 1password VAT EU372008688 - for IT support or management of the Site from the IT side,

8. other contractors or subcontractors engaged to provide technical, administrative, or legal assistance to the Administrator and its clients, e.g., accounting, IT, graphic design, copywriting assistance, debt collection companies, lawyers, etc.

Personal data may also be shared with other recipients such as authorities, e.g. the tax office - in order to fulfill legal and tax obligations related to billing and accounting.

Entities that process personal data, like the Controller, ensure compliance with European standards for the protection of personal data, including standards set by legal acts and decisions of the European Commission, and apply compliance mechanisms also when transferring data outside the EEA in the form of, among others, standard contractual clauses adopted by the European



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Commission Decision 2021/915 of June 4, 2021. on standard contractual clauses between controllers and processors pursuant to Article 28(7) of Regulation (EU) 2016/679 of the European Parliament and of the Council and Article 29(7) of Regulation (EU) 2018/1725 of the European Parliament and of the Council <https://eur-lex.europa.eu/legal-content/PL/TXT/PDF/?uri=CELEX:32021D0915&from=EN>.

HAVE WE APPOINTED A DATA PROTECTION OFFICER?

The Personal Data Controller hereby informs that he has not appointed a Data Protection Officer (DPO) and performs the duties related to the processing of personal data independently.

The User acknowledges that his/her personal data may be transferred to authorized state authorities in connection with their proceedings, at their request and upon fulfillment of the prerequisites confirming the necessity of obtaining such data from the Administrator.

DO WE PROFILE YOUR DATA?

The User's personal data will not be used for automated decision-making affecting the User's rights and obligations or freedoms within the meaning of the RODO.

As part of the website and tracking technologies, the User's data may be profiled, which helps to better personalize the company's offerings that the Administrator directs to the User (mainly through so-called behavioral advertising). However, this should not have any impact on the User's legal situation, in particular on the terms of the contracts he has entered into or the contracts he intends to enter into. It can only help to better match the content and targeted advertising to the User's interests. The information used is anonymous and is not associated with personal data provided by the User, e.g. during the purchase process. They are derived from statistical data e.g. gender, age, interests, approximate location, behavior on the Site.

Each User has the right to object to profiling if it would adversely affect the User's rights and obligations.

If you want to learn more about behavioral advertising, click here:

<https://www.youronlinechoices.com/pl/o-reklame-behawioralnej>

§4 FORMS

The Administrator uses the following types of forms on the Site:

1. **newsletter subscription form** - requires you to enter your e-mail address in the appropriate place. These fields are mandatory. Then the User, in order to add his e-mail address to the Administrator's subscriber database, must confirm his desire to subscribe. The data thus obtained is added to the mailing list for sending the newsletter.



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Subscription/subscribing means that the User agrees with this Privacy Policy and consents to the sending of marketing and commercial information to him/her by means of electronic communication, e.g. e-mail, within the meaning of the Act of July 18, 2002 on the provision of electronic services (Journal of Laws No. 144, item 1204, as amended).

By signing up for the newsletter, the User also consents to the Administrator's use of the User's telecommunications terminal equipment (e.g. phone, tablet, computer) for the purpose of direct marketing of the Administrator's products and services and presenting the User with commercial information in accordance with Article 172(1) of the Telecommunications Law (Journal of Laws of 2014, item 243, as amended).

The above consents are voluntary, however they are necessary to send the newsletter, including but not limited to information about services, new blog posts, products, promotions and discounts offered by the Administrator or products of third parties recommended by the Administrator. Consents may be withdrawn at any time, which will result in the discontinuation of sending the newsletter in accordance with the rules contained in this privacy policy.

The newsletter is sent for an indefinite period of time, from the moment of activation until the consent is withdrawn. After the withdrawal of consent, the User's data may still be stored in the newsletter database for up to 1 year, in order to demonstrate the fact that the User has given his/her consent to communication through the newsletter, the User's actions (e-mail openings) and the moment of withdrawal, as well as possible related claims, which constitutes the Administrator's legitimate interest (Article 6(1)(f) RODO).

Sending of the newsletter may be discontinued if the User does not show activity for a minimum of 1 year from the start of the newsletter service or reads the last email (sent newsletter). In this case, the Administrator will delete the User's data from the newsletter sending system (provider). The User will not be entitled to receive any message from the Administrator, unless the User decides to re-subscribe in the Newsletter sign-up form or contacts the Administrator in another way chosen for this purpose.

The mailing system used for sending newsletters records all activity and actions taken by the User in connection with the e-mails sent to him (date and time of opening the message, clicking on links, the moment of unsubscribing, etc.).

The Administrator may also conduct remarketing on the basis of Article 6(1)(f) of the RODO (legitimate interest of the Administrator, consisting of promotion and advertising of services directed to persons subscribed to the newsletter, in such a way that the given e-mail addresses of subscribers are uploaded to the marketing tool offered by Facebook Inc. the so-called advertising manager, and then an advertisement created by the Administrator or authorized persons is directed to them, through the Administrator's advertising account, provided that newsletter subscribers are also users of the Facebook platform (they have an account set up there). Each time the data is deleted after the advertising campaign is completed. In the case of implementation of the next advertising campaign, an updated subscriber base is uploaded to the tool). Detailed

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information about the so-called non-standard groups of recipients, the rules of data hashing and processing of this data can be found in Facebook's privacy policy at this link

<https://www.facebook.com/legal/terms/customaudience#>

and <https://www.facebook.com/legal/terms/dataprocessing>, and the Administrator recommends that each User and subscriber familiarize themselves with these rules.

(2) **Contact form** - allows you to send a message to the Administrator and contact the Administrator electronically. Personal data in the form of e-mail address and company name, as well as data provided in the content of the message, are processed by the Administrator in accordance with this Privacy Policy in order to contact the User.

After the end of contact, data may be archived, which is a legitimate interest of the Administrator. The Administrator is not able to determine the exact period of archiving and thus deletion of messages. However, the maximum period will not be longer than the statute of limitations for claims under the law.

3 Order form in the Store - When placing an order in the Administrator's online store, it is necessary to provide certain data in accordance with the rules contained in the terms and conditions of sale in order to execute the order, fulfill the legal obligations imposed on the Administrator, settlements, claims processing, for statistical and archival purposes, as well as for direct marketing to customers, which is the Administrator's legitimate interest.

These are mainly: email address, phone number, company name.

The administrator keeps the data for the duration of the execution of the order or service, and after its execution for the period necessary to protect against claims. In addition, for the time indicated by legal regulations, e.g. tax law (among others, the period of storage of invoices).

4 Complaint and withdrawal form - If you use the Administrator's services or products, you may file a complaint or withdraw from the concluded contract. For this purpose, the Administrator allows you to fill out the complaint form and withdrawal form attached to the terms of sale. You can also perform these actions without filling out the form, however, providing the necessary data.

The data required in this case are: email address, phone number and company name.

Provision of data is voluntary, but necessary to process a complaint in accordance with the law and the rules of sale. The data will be stored for the purpose of implementing the complaint procedure / withdrawal from the contract, as well as for archival purposes and defense against claims.

5. registration form for creating a user account - the User has the opportunity to create an account on the platform, which allows you to administer the 1STRIKE tool and for this purpose should make the appropriate registration and provide the following data: e-mail address, telephone

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number and company name.

The creation of an account is carried out according to the rules of sale and is a service provided electronically. The rules for maintaining the account and its possible deletion are contained in the regulations.

It is mandatory to provide data marked as such, and without it it will not be possible to create a user account. Provision of other data is voluntary.

The Administrator may entrust the processing of personal data to third parties without the separate consent of the User (on the basis of an entrustment agreement). Data obtained from forms may not be transferred to third parties.

§5 DISCLAIMER AND COPYRIGHT

1. The content presented on the Site does not constitute expert advice or guidance (e.g., educational) and does not relate to a specific factual situation. If a User wishes to obtain assistance on a specific matter, he or she should contact a person authorized to provide such advice or the Administrator at the contact information provided. The Administrator is not responsible for the use of the content of the Site or actions or inactions taken on the basis of such content.
2. All content posted on the Site is subject to the copyrights of certain individuals and/or the Administrator (e.g. photos, texts, other materials, etc.). The Administrator does not consent to copying such content in whole or in part without his express prior consent.
3. The Administrator hereby informs the User that any dissemination of the content provided by the Administrator constitutes a violation of the law and may give rise to civil or criminal liability. The Administrator may also demand appropriate compensation for any material or immaterial damages in accordance with applicable laws.
4. The administrator is not responsible for the use of materials available on the site in an unlawful manner.
5. Content posted on the Site is current as of the date it is posted, unless indicated otherwise.

§6 TECHNOLOGIES

In order to use the Administrator's website, it is necessary to have:

1. a) Devices with access to the Internet
2. (b) An active electronic mailbox that receives e-mail messages

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3. (c) A web browser capable of displaying web pages
4. (d) Software capable of reading content in the presented formats, e.g. pdf., video, mp3, mp4.

§7 COOKIE POLICY

1. Like most websites, the Administrator's Site uses so-called tracking technologies, i.e. cookies ("cookies") which enables the site to improve the site to meet the needs of its visitors.
2. The site does not automatically collect any information, except for the information contained in cookies.
3. Cookies (so-called "cookies") are IT data, small text files that are stored on your terminal device, e.g. computer, tablet, smartphone, when you use the Site.
4. These can be our own cookies (coming directly from our website) and third-party cookies (coming from websites other than the website).
5. Cookies allow us to tailor the content of our website to your individual needs and the needs of other visitors. They also allow us to create statistics that show how users of the site use the site and how they navigate through it. This allows us to improve our website, its content, structure and design.
6. The Administrator uses the following third-party cookies on the Site:

a) **Meta conversion pixel (Facebook) and ads created through Facebook Facebook Ads (Facebook Custom Audiences)** - in order to manage Facebook ads and conduct remarketing activities, which is the Administrator's legitimate interest. The Administrator may also target advertising content to the User through Facebook as part of contact ads.

The Meta (Facebook) Pixel tool is provided by Meta Platforms Ireland Limited and its affiliates. It is an analytical tool that helps measure the effectiveness of ads, shows what actions Site Users take, and helps reach a specific group of people (Facebook Ads, Facebook Insights). The Administrator may also target advertising content to the User through the Facebook portal as part of contact ads.

The Administrator may also conduct remarketing on the basis of Article 6(1)(f) of the RODO (the Administrator's legitimate interest in promoting and advertising services directed to persons who have agreed to send offers (or persons similar to them or users who have liked the Fanpage) in such a way that the e-mail addresses provided are uploaded to a marketing tool offered by Meta Platforms Ireland Limited, the so-called advertising manager, and then advertising created by the Administrator or authorized persons is directed to them, through the Administrator's advertising account, provided that these persons are also users of the Facebook platform (they have an account set up there). Each time this data is deleted after the advertising campaign is completed. In the case of implementation of the next advertising campaign, an updated contact database is uploaded to the tool). Precise information about the so-called non-standard groups of recipients, the rules of data hashing and processing of this data can be found in Facebook's privacy policy at this link <https://www.facebook.com/legal/terms/customaudience#> and



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<https://www.facebook.com/legal/terms/dataprocessing>, and the Administrator recommends that each User familiarize himself with these rules.

The information collected through the use of Meta Pixel (Facebook) is anonymous and does not identify the User. They show general data about users: location, age, gender, interests. Facebook's provider may combine this information with the information the User provides to it within the framework of his or her Facebook account, and then use it according to its own purposes and objectives.

The administrator recommends reviewing the details related to the use of the Meta (Facebook) Pixel tool and possibly asking questions of the tool's provider, as well as managing your privacy settings on Facebook. For more information, please visit the link:

<https://www.facebook.com/privacy/explanation>. At any time you can opt out of cookies responsible for displaying remarketing ads, e.g. on <https://www.facebook.com/help/1075880512458213/>.

By using the site, the user agrees to the installation of the indicated cookie on his/her terminal device.

b) **Google Analytics embedded code** - to analyze the statistics of the Site. Google Analytics uses its own cookies to analyze the activities and behaviors of Website Users. These cookies are used to store information, such as which page a User came from to the current website. They help to improve the Site.

This tool is used under an agreement with Google Ireland Limited while being provided by Google LLC. The actions taken in the use of the Google Analytics code are based on the Administrator's legitimate interest in the creation and use of statistics, which then enables the improvement of the Administrator's services and optimization of the Site.

As part of the use of the Google Analytics tool, the Administrator does not process any identifiable User data.

The administrator recommends reading the details related to the use of the Google Analytics tool, the possibility of disabling the tracking code and possibly asking questions to the provider of this tool at the link: <https://support.google.com/analytics#topic=3544906>.

(a) **Social media referral plug-ins**, e.g., Facebook, Instagram, LinkedIn.

The user, after clicking on the icon of a given plug-in, is sent to the site of an external provider, in this case the owner of a given social network, such as Facebook. He then has the option of clicking "Like" or "Share" and liking the Administrator's fanpage, located on Facebook, or directly sharing its content (post, article, video, etc.).

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The administrator recommends reading Facebook's privacy policy before creating an account on this portal. The Administrator has no influence on the data processed by Facebook. From the moment the User clicks on the button of the social media referral plug-in, personal data is processed by the social network, e.g. Facebook, which becomes its controller and decides the purposes and scope of its processing. Cookies left by the Facebook plug-in (or other third parties) may also be applied to the User's device upon entering the Site and then associated with data collected on the Facebook portal. By using the Site, the User accepts this fact. The Administrator has no influence on the processing of data by third parties in this way.

The above tips should also be applied to service:

Facebook - fanpage located at URL: <https://www.facebook.com/1strike.io>

Profile on the social network Instagram, located at the URL: <https://www.instagram.com/1strike.io/>

Profile on the social network LinkedIn, located at the URL:

<https://www.linkedin.com/company/1strike-io>

b) **Tools for evaluating the effectiveness of Google Ads campaigns** - for the purpose of advertising and remarketing campaigns, which is the legitimate interest of the Administrator.

The Administrator does not collect any data that would allow identification of the User's personal information. The Administrator recommends reading Google's privacy policy to learn the details of how these features work and how to disable them, if necessary, from the User's browser.

7. Again, the Administrator recommends reviewing the privacy policies of each of the providers of the above services in order to learn about the possibility of making changes and settings to ensure the protection of your rights.
8. The site uses two types of cookies: session cookies, which are deleted after closing the browser, logging out or leaving the website, and permanent cookies, which are stored on the user's terminal device so that the browser can be recognized the next time the user accesses the site, for the time specified in the parameters of the cookies or until they are deleted by the user.
9. In many cases, web browsing software (Internet browser) allows cookies to be stored on the User's terminal device by default. Users of the Website may change their settings regarding cookies at any time. These settings can be changed, in particular, in such a way as to block the automatic handling of cookies in the settings of the web browser or inform on their each time they are placed on the device of a User of the Website. Detailed information about the possibility and methods of handling cookies is available in the settings of your software (web browser).

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10. the Administrator informs that restrictions on the use of cookies (disabling them, limiting them) may affect some of the functionalities available on the Website and hinder its operation.

11. More information about cookies is available at <http://wszystkoociasteczkach.pl/lub> in the "Help" section of your web browser menu.

§8 CONSENT TO COOKIES

When you access the Site for the first time, you must agree to cookies or take other possible actions indicated in the message in order to continue using the content of the Site. Use of the Site implies consent. If the User does not wish to give such consent he/she should leave the Site. Also, he can always change his browser settings, disable or delete cookies. The "help" tab of the User's browser contains the necessary information.

§9 SERVER LOGS

1. Use of the Site involves sending requests to the server on which the Site is stored.
2. Each request made to the server is recorded in the server logs. The logs include, among other things, the User's IP address, the date and time of the server, information about the Internet browser and the operating system used by the User.
3. Logs are saved and stored on the server.
4. Server logs are used for the administration of the Site, and their contents are not disclosed to anyone other than persons and entities authorized to administer the server.
5. The Administrator does not use server logs in any way to identify the User. Date of publication of the Privacy Policy: 10.08.2023 Date of last update: 10.08.2023 Previous versions of the Privacy Policy: not applicable.