1. General Information

1. This policy applies to the website operating at the following URL: https://vroom.com.pl/
2. The website operator and the Data Controller is: Vroom Szymon Ćwik, Mołdawska 36, 61-614 Poznań, Poland, NIP: 9721377403
3. Contact email address of the operator: info@vroom.com.pl
4. The Operator is the Controller of your personal data with regard to data provided voluntarily on the Website.
5. The Website uses personal data for the following purposes:
    - Debt collection
    - Handling online chat conversations
    - Handling inquiries via contact form
    - Providing ordered services
6. The Website collects information about users and their behavior in the following ways:
    - Through data voluntarily entered in forms, which are entered into the Operator's systems
    - By storing cookies on users' end devices

2. Selected Data Protection Methods Used by the Operator

1. Login areas and places where personal data is entered are protected at the transmission layer (SSL certificate). This means that personal data and login details entered on the website are encrypted on the user's device and can only be read on the target server.
2. Personal data stored in databases is encrypted in such a way that only the Operator possessing the key can read it. This protects the data in case of database theft.
3. User passwords are stored in hashed form. Hashing is a one-way function – it cannot be reversed, which is a current industry standard.
4. The Operator periodically changes administrative passwords.
5. To minimize the risk of unauthorized access, the Operator uses complex passwords containing lowercase and uppercase letters, numbers, and special characters, with a minimum length of 8 characters.
6. An important element of data protection is regular updating of all software used to process personal data, especially programming components.
7. The Operator regularly performs backups to protect data.

3. Hosting

1. The Website is hosted (technically maintained) on the operator's server: seohost.pl
2. The hosting company maintains server-level logs to ensure technical reliability. The following may be recorded:
    - Resources identified by URL (requested pages, files)
    - Time of request
    - Time of response
    - Client workstation name (via HTTP protocol)
    - Errors occurring during HTTP transactions
    - Referrer URL (previous page visited)
    - Information about the user's browser
    - IP address information
    - Diagnostic data related to service ordering processes
    - Information related to email communication

4. Your Rights and Additional Information on Data Usage

1. In some cases, the Administrator may transfer your personal data to other recipients if necessary to perform a contract or fulfill legal obligations. This applies to:
    - Payment operators
    - Authorized employees and collaborators
    - Online chat service providers
    - Marketing service providers
2. Your personal data will be processed no longer than necessary to fulfill legal obligations. Marketing data will not be processed longer than 3 years.
3. You have the right to request:
    - Access to your personal data
    - Rectification
    - Deletion
    - Restriction of processing
    - Data portability
4. You have the right to object to processing based on legitimate interests, including profiling, unless overriding legal grounds exist.
5. You have the right to lodge a complaint with the President of the Personal Data Protection Office (PUODO), ul. Stawki 2, 00-193 Warsaw, Poland.
6. Providing personal data is voluntary but necessary for using the Website.
7. Automated decision-making, including profiling, may be applied for service provision and direct marketing.
8. Personal data may be transferred to third countries (outside the EU).

5. Information in Forms

1. The Website collects information voluntarily provided by users, including personal data if submitted.
2. The Website may record connection parameters (timestamp, IP address).
3. In some cases, the Website may store information linking form data with the user's email address (e.g., in the URL).
4. Data provided in forms is processed according to the purpose of the specific form (e.g., service request, contact, registration).

6. Administrator Logs

1. Information about user behavior on the Website may be logged and used for administrative purposes.

7. Important Marketing Techniques

1. The Operator uses Google Analytics for statistical analysis. Only anonymized data is shared. Cookies are used. Preferences can be managed at: https://www.google.com/ads/preferences/
2. The Operator uses Facebook Pixel. Facebook may identify users visiting the Website, but no additional personal data is shared by the Operator.
3. The Operator uses tools for heatmaps and session recording. Data is anonymized and does not include passwords or personal data.
4. The Operator may use automation tools (e.g., sending emails after visiting a page if consent is given).

5. The Operator may use profiling under data protection laws.

8. Information About Cookies

1. The Website uses cookies.
2. Cookies are text files stored on the user's device, containing website name, storage time, and a unique identifier.
3. Cookies are placed and accessed by the Website operator.
4. Cookies are used for:
    - Maintaining user sessions
    - Marketing purposes
5. The Website uses:
    - Session cookies (temporary)
    - Persistent cookies (stored longer)
6. Browsers allow cookie storage by default but can be configured to block or delete them.
7. Limiting cookies may affect Website functionality.
8. Cookies may also be used by partners such as Google, Facebook, Twitter.

9. Managing Cookies – How to Give and Withdraw Consent

1. Users can change browser settings to disable cookies. Disabling essential cookies may limit or prevent Website use.
2. To manage cookies, follow instructions for your browser:
    - Edge
    - Internet Explorer
    - Chrome
    - Safari
    - Firefox
    - Opera
    - Mobile devices:
        - Android
        - Safari (iOS)
        - Windows Phone