

## **PRIVACY POLICY MEDICAEXPERT WEBSITE**

**\*Version effective from 1 March 2026**

Hello! We're delighted to have you here. This means you value your privacy. We, for our part, make every effort to ensure that you can familiarise yourself with the rules governing the processing of personal data on our website in a clear and understandable manner.

### **At your fingertips: the most important information regarding Your data**

#### **We, the controllers of your personal data**

We, the data controllers:

MedicaExpert Group Sp. z o.o., with its registered office in Kraków (31-231) at ul. Bociana 4A/63, KRS no.: 0000887385, NIP [Tax ID]: 9452242835 [Lead Administrator] and

MedicaExpert Conference Mateusz Lubarski, based in Miechów (32-200) at ul. Wesoła 9, NIP [Tax ID]: 6591496495, with a correspondence address at: ul. Bociana 4A/63; 31-231 Kraków. For detailed information on the rules governing the processing of personal data, please refer to [the Privacy Policy](#).

We process and protect your personal data, ensuring compliance with the GDPR.

You can contact the lead administrator by email at: [biuro@medicaexpert.pl](mailto:biuro@medicaexpert.pl).

#### **For what purpose do we process your personal data?**

We process your personal data for purposes including managing your registration and account on our Website, processing registrations, and handling your enquiries.

#### **Why do we need your personal data?**

We use your personal data primarily to process your registration and respond to your enquiries.

#### **Who do we share your data with, and why?**

We share your data with organisations that support us in our business operations, including in the areas of IT, consultancy, legal and marketing services.

#### **Your rights come first!**

In particular, you have the right to access your personal data, to have it corrected, to have it erased, or to restrict its processing. If your data is processed on the basis of your consent, you can withdraw it at any time!

## **Cookies**

Cookies contain information regarding your activity on our website and may be stored on your device. Cookies may be required for the Website to function properly and may also be used to personalise the content and adverts displayed.

## **Redirects**

Our website may contain links to other websites or services that are independent of us. We recommend that you always read the privacy policies or terms of use of other websites.

**We encourage you to read the full information regarding the processing of personal data on our website.**

## **Data controllers**

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For enquiries regarding data protection, please contact us at the following email address: [biuro@medicaexpert.pl](mailto:biuro@medicaexpert.pl).

## **Categories of data we process**

The personal data we process is data that allows us to identify you, in particular your first name, surname, address, contact details, transaction details and details of your professional qualifications.

## **Purpose, legal basis and duration of data processing**

We process your personal data for the following purposes:

### **1. Registration management:**

We process your data on the basis of the consent you have given. We will process your data until the Fair has taken place and the time limits for exercising your rights have expired, as well as until we have fulfilled our legal obligations, including accounting and tax obligations.

### **2. Processing of the order placed:**

The legal basis for the processing of your personal data is the performance of a contract. We will process your data until your order has been fulfilled and the time limits for exercising your rights have expired, as well as until we have fulfilled our legal obligations, including accounting and tax obligations.

### **3. Handling enquiries and requests**

The legal basis for the processing of your personal data is the performance of a contract or compliance with a legal obligation imposed on us by applicable legislation. We will process your personal data until your enquiry or request has been dealt with.

#### **4. Marketing**

We process your personal data on the basis of the consent you have given. We will process your personal data until you withdraw your consent, for example by sending us an email.

#### **5. The Controller's legitimate interests**

We process personal data for statistical and analytical purposes in order to tailor our website even better to your expectations. We process this data until the end of the session or until it is anonymised.

We may also process personal data for archiving purposes.

We also process personal data in order to defend ourselves against potential claims or to pursue potential claims. We process this data until the limitation periods have expired.

Data processed on the basis of the Controller's legitimate interests.

You can ask us about the balance test.

#### **Categories of recipients:**

The Controller is authorised to transfer your personal data to third parties for the purposes and to the extent necessary for the proper and due performance of the contract entered into, i.e. entities supporting the Controller in its operations: providers of postal, payment and banking services; providers of legal, advisory and marketing services; and providers of IT services (including, in particular, hosting, cloud computing and mailing systems).

In particular, in order to manage the ticket sales process for the Fair, the Administrator may share your personal data with the provider of the Evently platform. Detailed information regarding data processing by this platform can be found here: <https://evently.pl/polityka-prywatnosci>.

#### **Transfer of personal data to a third country/international organisation**

Some of the providers whose tools we use on our website may be based outside the EU and the EEA.

Personal data may be transferred to the USA where the Website uses the marketing tools Google Analytics, Google AdWords, Google Tag Manager and Meta Pixel.

The transfer of data is based on [the EU-US Data Privacy Framework certificate](#), approved by the European Commission.

The list of certified suppliers is available [here](#).

#### **Rights of data subjects**

Subject to the restrictions set out in the GDPR and other applicable laws, you have the right to request access to your personal data, to have it rectified, erased or its processing restricted, as well as the right to data portability, the right to object

to processing, and the right to withdraw your consent at any time if processing is based on your consent.

Please also note that you have the right to lodge a complaint with the supervisory authority (the Office for Personal Data Protection) if you believe that the processing of your personal data infringes the provisions of the GDPR.

Your personal data may be subject to profiling for the purposes of direct marketing. Profiling does not give rise to any legal consequences and does not otherwise significantly affect the data subject.

### **Whether the provision of personal data is voluntary or mandatory**

Except where the provision of personal data is a legal obligation, the provision of personal data is voluntary, but may be necessary for the purposes set out above, including the conclusion of a contract.

If your data has been provided to the Controller by our Client/Service Provider, of whom you are an employee or associate, your personal data is or may be processed for the purposes of the Controller's legitimate interests in connection with the performance by the Controller of the contract between the Controller and your employer or associate. The data controller will process the following categories of your personal data: identification data (such as your first name and surname) and contact details (such as your work email address, telephone number, role and position). You can ask us about the balance test.

### **Cookies**

Cookies contain information regarding your activity on our website and may be stored on your device.

#### **Why do we need cookies?**

Cookies are essential for using all the features of the website. They also help us to personalise the content and adverts we display. We may share information about how you use the Website with other service providers, including advertising and analytics providers. These suppliers may combine the information they receive from us with advertising and analytics data. These suppliers may combine the information we have provided with the information they hold, provided that you have used their services.

#### **What types of cookies do we use?**

We use persistent and session cookies. Session cookies remain on your device until the end of the session (when you leave the website). Persistent cookies remain on your device for longer, until the end of their lifespan or until they are deleted.

Cookies may be our own or those of other organisations.

We also use cookies: essential cookies – to access the website; analytical cookies – to improve the website's performance; preference cookies – to remember your choices; advertising cookies – to personalise the content and adverts displayed; and unclassified cookies – other cookies.

### **Tracking technologies other than cookies**

On our website, we use social media plugins (Instagram, Facebook) as well as analytics and marketing tools (Google Analytics, Meta Pixel).

### **Managing and deleting cookies**

When you visit our website for the first time, you can choose which types of cookies will be stored. You can change your cookie settings at any time by clicking on the cookie settings icon.

You can also adjust your web browser settings to manage the use of cookies or other tracking technologies.

### **Final Provisions**

In matters not covered by the Cookie Policy, the provisions of the Civil Code and relevant Polish legislation shall apply, as well as European Union law, in particular the GDPR (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC).

We reserve the right to make changes to this Policy.