

Privacy Policy

This Privacy Policy applies to our website, available at <https://adamsbox.com.pl> (the "Website"). Here, you will learn primarily about **the rules governing how we process your information**. We also explain how we protect your data and how we use cookies within the Website.

I. Operator (General Information)

The operator of the Website and the administrator of personal data voluntarily provided by you within the Website is **ADAMS Sp. z o.o.** Our full contact details and information about personal data processing can be found at: <https://adamsbox.com.pl/rodo/>.

If you have any questions or need to contact us, you can write to us at: **biuro@adamsbox.com.pl**.

As part of our Website, we provide various services, some of which involve using the information you provide. These services include:

- a. handling inquiries via the contact form,
- b. presenting offers or information,
- c. fulfilling ordered services,
- d. managing a newsletter,
- e. conducting online chat conversations.

II To obtain information about users and their behavior, we use the following methods:

- a. users voluntarily provide data via forms they enter into our system,
- b. we use cookies, which are stored on users' end devices,
- c. we may also use tracking scripts or plugins.

III. We take various measures to ensure the security of your data, including:

- a. login areas and personal data entry fields are protected by an SSL certificate, meaning your personal and login data is encrypted on your computer and can only be read by our target server,
- b. personal data stored in our database is encrypted, ensuring that only we, as the operator, have the key to read it. This way, even if the database is stolen, your data remains protected,
- c. user passwords are hashed. The hashing function is one-way, meaning it cannot be reversed. This is the current standard security measure for storing user passwords,
- d. we use two-factor authentication (2FA) as an additional layer of security for logging into the Website,
- e. we regularly change our administrative passwords,
- f. we regularly create backups to ensure data protection,
- g. an essential part of data protection is regularly updating software used for data processing, including programming component updates.

IV. Hosting

The Website is hosted and technically maintained on beyond.pl servers.

V. Additional Information on How We Use Your Personal Data

In some cases, we may share your personal data with other recipients if necessary to fulfill a contract with you or to meet our obligations. These recipients include:

- a. hosting providers who maintain our Website,
- b. couriers and postal operators delivering ordered products,
- c. marketing service providers,
- d. authorized employees and collaborators who need access to data to fulfill Website functions.

VI. Data Retention Period

Your personal data will only be processed for the period necessary to fulfill specific tasks in accordance with applicable legal regulations (e.g., accounting laws).

Regarding cookies, data retention periods are specified in the "Expiration" table in the cookie section.

Regarding marketing data, we will not store it for more than three years.

VII. Profiling and Automated Decision-Making

In some cases, we conduct automated decision-making, including profiling, to provide services according to the contract and for marketing purposes (e.g., delivering ads).

VIII. Information in Forms

Our Website collects information that you voluntarily provide, including personal data if applicable. We may log details about your connection parameters, such as the connection time and IP address. In some cases, to facilitate linking form data with a user's email address, we may log relevant details. This means a user's email address may appear in the URL of a page containing a form. Form-submitted data is processed according to the function of the specific form, such as: Handling service requests, Business contact, Service registration, etc.

Each form is appropriately labeled to clearly indicate its purpose.

IX. Administrator Logs (System Logs)

To manage our Website, we may log user behavior data. This data is used for administrative purposes only.

X. Key Marketing Techniques

a. Google Analytics (Google Inc., USA) is used to analyze website traffic. We share personal data with Google Inc. in an anonymized format. This service relies on cookies stored on users' devices. To manage Google Ad preferences, visit: Google Ads Preferences.

b. Remarketing techniques are used to tailor advertisements based on user behavior on our Website. While this may suggest that personal data is used for tracking, no personal data is shared with advertisers. The technical requirement for these actions is cookie activation.

c. User behavior monitoring is implemented through heat maps and session recordings. These data points are anonymized before transmission, ensuring that individual users remain unidentifiable. Passwords and personal data are never recorded.

d. Automation tools enable personalized interactions, such as sending emails after a user visits a specific page—provided they have consented to receive marketing communications.

XI. Cookie Policy

Our Website uses cookies.

Cookie Key	Domain	Path	Cookie Type	Expiration	Description
wpEmojiSettingsSupports	WordPress	/	Functional	Session	Automatically checks and ensures the correct display of emojis on pages, even in older browsers; optimizes emoji rendering by loading additional resources only when necessary.
wordpress_test_cookie	WordPress	/	Functional	Session	Checks whether the browser accepts cookies; does not store personal data, and is only used to ensure the proper functioning of the website.
wp-settings-tiime-*	WordPress	/	Functional	1 year	A tool supporting customization and optimization of the WordPress admin panel; stores a simple timestamp that helps manage user settings; it is a key technical component that does not impact the privacy of site visitors.
wordpress_logged_in_*	WordPress	/	Functional	14 days	A tool for managing logged-in user sessions; allows users to remain logged in, provides access to protected content, and supports website functionality; essential for system operation and secured with encryption mechanisms.
wp-settings-4	WordPress	/	Functional	1 year	A tool for storing user preferences within the WordPress admin panel.
pll_language	PolyLang	/	Functional	1 year	A tool to enhance user experience on multilingual websites by remembering the selected language.
_lscache_vary	LiteSpeed Cache	/	Functional	Session	A tool for differentiating cache content based on specific user characteristics; improves performance and content customization while minimizing cache-related errors.
Adobe Fonts API	Adobe Fonts	/	Marketing	Persistent	A solution for managing fonts on the website; facilitates font loading and optimization, ensures licensing compliance, and helps create visually appealing designs without additional server load.
GPS	YouTube	/	Marketing	Session	A tool for displaying videos; stores location data.
VISITOR_INFO1_LIVE	YouTube	/	Marketing	6 months	A tool to improve video playback quality and analyze user interactions; mainly used for managing user experience and optimizing streaming; depending on its use, user consent may be required per data protection regulations.
YSC	YouTube	/	Marketing	Session	A tool for tracking user interactions with embedded videos; helps analyze engagement, personalize content, and prevent abuse; may require user consent if used for marketing purposes.
PREF	YouTube	/	Marketing	8 months	Stores user preferences related to the interface and video playback; can also be used for content personalization and behavioral analysis; in some cases, user consent is required per data protection regulations.
cookie_consent	Website	/	Functional	Up to 1 year	A tool for managing user consent for cookie usage; allows storing user decisions regarding privacy policies, improving browsing experience and ensuring website compliance with data protection regulations.
_ga	Google Analytics	/	Analytical	2 years	A tool for tracking website traffic; stores a unique user identifier and allows behavioral analysis; as it is not essential for website functionality, user consent is required under privacy regulations.
_ga_QR7CPEG1VM	Google Analytics (GA4)	4 /	Analytical	2 years	Identifies user sessions and enables more advanced behavioral analysis on the site; used in the new GA4 event-based model and requires user consent per privacy laws.

Using our website constitutes consent to the processing of personal data, including through cookies.

Cookies are IT data, particularly text files, stored on the end device of the Website User and intended for use on the Website's pages. Cookies typically contain the name of the website they originate from, the duration of their storage on the end device, and a unique number.

The Website Operator and trusted partners are responsible for placing cookies on the user's device and accessing them. Cookies are used for the following purposes:

- a. Maintaining the user session on the Website (after logging in), allowing the user to remain logged in without having to re-enter their credentials on each subpage.
- b. Fulfilling the objectives outlined in the "Key Marketing Techniques" section.

On our website, we use two main types of cookies:

- a. "Session cookies" – These are temporary cookies stored on the user's device until they log out, leave the website, or close the web browser
- b. "Persistent cookies" – These cookies remain stored on the user's device for a specified period or until manually deleted by the user.

A web browser usually allows cookies to be stored on the user's device by default. Users of our website can change these settings at any time. The browser also allows for the deletion of cookies and offers the option to automatically block cookies. Detailed information on managing cookies can be found in the help section or documentation of the web browser. Cookies stored on the user's device by our website may also be used by third-party companies that **we collaborate with, including: Google** (Google Inc., USA), **Facebook** (Facebook Inc., USA), **Twitter** (Twitter Inc., USA), **Inspectlet** (USA), **LinkedIn Corp.** (USA), **Zoho Corp.** (India), **Hotjar Ltd.** (Malta).

Cookie Key	Provider	Cookie Type	Expiration	Description
APISID	Google	Marketing	6 months to 10 years	Creates a profile of the visitor's interests to display relevant ads. This cookie works by uniquely identifying the browser and device of the user.
SID, HSID	Google	Functional	2 years	Used for user authentication, preventing unauthorized use of login credentials, and protecting user data from unauthorized access.
NID	Google	Marketing	6 months	Provides advertisements or retargeting and stores user preferences.
OTZ	Google	Marketing	1 month	Tracks site traffic information within Google Analytics.
SAPISID, SSID, SIDCC	Google	Analytical, Marketing	2 years	Used to load certain Google tools (such as Google Maps) and store user preferences. Also helps tailor ads that appear in Google search results.
SEARCH_SAMESITE	Google	Functional	6 months	Minimizes the risk of data leakage across different sources. Also provides protection against cross-site request forgery (CSRF) attacks.
SOCS	Google	Functional	13 months	Stores information about the user's cookie consent decision.
_GRECAPTCHA	Google	Functional	6 months	Google reCAPTCHA sets this necessary cookie to assess security risks and prevent bot activity.
_Secure-1PAPISID, _Secure-1PSID, _Secure-1PSIDCC	Google	Marketing	2 years	Creates a profile of site visitors' interests to display relevant and personalized ads through retargeting.
_Secure-1PSIDTS	Google	Functional	2 years	Security-related cookie for Google services, preventing hacking attempts and protecting user accounts from unauthorized access.
_Secure-3PAPISID, _Secure-3PSID, _Secure-3PSIDCC	Google	Marketing	2 years	Creates a profile of site visitors' interests to display relevant and personalized ads through retargeting.
_Secure-3PSIDTS	Google	Marketing	2 years	An advanced security cookie that helps protect users accessing Google services and logging into third-party websites. Enables authentication and safeguards accounts from unauthorized access. Primarily used for security rather than tracking, so it does not require consent under GDPR regulations.
_Secure-ENID	Google	Functional	13 months	Stores user settings and preferences, including preferred language, number of search results displayed per page (e.g., 10 or 20), and whether SafeSearch filtering is enabled or disabled.

XII. Managing Cookies – How to Give and Withdraw Consent?

We provide a cookie consent management tool through a special pop-up window that appears when you first visit the website. Users can modify their cookie preferences at any time by clicking the appropriate link available on our website.

If a user does not want to receive cookies, they can also change their browser settings. However, please note that disabling cookies essential for authentication, security, and user preference management may make it difficult or, in some cases, impossible to use the website properly.

To manage cookie settings, select your browser from the list below and follow the instructions:

- Microsoft Edge: <https://support.microsoft.com/pl-pl/microsoft-edge/wy%C5%9Bwietlanie-i-usuwanie-historii-przeql%C4%85darki-w-programie-microsoft-edge-00cf7943-a9e1-975a-a33d-ac10ce454ca4>
- Internet Explorer: <https://support.microsoft.com/pl-pl/topic/jak-usun%C4%85%C4%87-pliki-cookie-w-programie-internet-explorer-bca9446f-d873-78de-77ba-d42645fa52fc>

- Google Chrome: <https://support.google.com/chrome/answer/95647?hl=pl>
 - Safari: <https://support.apple.com/pl-pl/guide/safari/sfri11471/mac>
 - Mozilla Firefox: <https://support.mozilla.org/pl/kb/wzmocniona-ochrona-przed-sledzeniem-firefox-desktop?redirectslug=W%C5%82%C4%85czanie+i+wy%C5%82%C4%85czanie+obs%C5%82ugi+ciasteczek&redirectlocale=pl>
 - Opera: <https://help.opera.com/pl/latest/web-preferences/#cookies>
- Mobile Devices
- Android: <https://support.google.com/chrome/answer/95647?hl=pl&co=GENIE.Platform%3DAndroid&oco=1>
 - Safari (iOS) <https://support.apple.com/pl-pl/105082>
 - Windows Phone <https://support.microsoft.com/pl-pl/windows/co-oznacza-brak-pomocy-technicznej-dotycz%C4%85cej-systemu-windows-08f3b92d-7539-671e-1452-2e71cdad18b5>