

## Privacy Policy

**Last updated:** 16.12.2025

### 1. Introduction

This Privacy Policy explains how VALEN & PARTNERS Sp. z o.o. (“we”, “us”, or “our”) collects, uses, stores, and protects personal data when you visit our website, interact with our content, or use our services.

We are committed to protecting your privacy and processing personal data in a transparent and lawful manner, in accordance with applicable data protection laws, including the **General Data Protection Regulation (EU) 2016/679 (“GDPR”)**.

By using our website or providing your personal data, you acknowledge that you have read and understood this Privacy Policy.

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### 2. Data Controller

The data controller responsible for the processing of personal data is:

**Legal Entity Name:** Valen & Partners Sp. z o.o.

**Registered Address:** Al. Gen. Sikorskiego 9A/15-A

**Email:** [info@valen-partners.com](mailto:info@valen-partners.com)

If you have any questions regarding this Privacy Policy or how we process your data, you may contact us using the details above.

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### 3. Personal Data We Collect

We may collect and process the following categories of personal data:

- Identification data (e.g. name)
- Contact data (e.g. email address)
- Technical data (e.g. IP address, browser type, device information)
- Usage data (e.g. pages visited, time spent on the website)
- Marketing and communication preferences
- Any information you voluntarily provide through forms or direct communication

We do not knowingly collect data from minors.

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## 4. How We Collect Personal Data

Personal data is collected through:

- Website contact or subscription forms
- Newsletter or email sign-up forms
- Landing pages and lead capture forms
- Cookies and similar tracking technologies
- Direct communication via email or other channels

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## 5. Purposes and Legal Basis for Processing

We process personal data for the following purposes and legal bases:

Purpose	Legal Basis
Providing content, services, and communication	Consent / Legitimate Interest
Sending marketing emails and follow-ups	Consent
Improving website performance and user experience	Legitimate Interest
Analytics and statistical analysis	Consent
Managing business operations and security	Legitimate Interest

Where processing is based on consent, you may withdraw your consent at any time.

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## 6. Use of Personal Data

We use personal data to:

- Communicate with you
- Deliver requested information or services
- Send newsletters, updates, and marketing communications
- Improve our website, offers, and user experience
- Analyze website performance and marketing effectiveness
- Ensure technical security and prevent misuse

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## 7. Data Sharing and Third Parties

We do **not sell or rent** personal data.

We may share personal data with trusted third-party service providers who assist us with:

- Email marketing and automation
- Analytics and performance tracking
- Customer relationship management (CRM)
- Website hosting and technical infrastructure

All third parties are contractually bound to process data in compliance with GDPR and applicable data protection laws.

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## 8. International Data Transfers

If personal data is transferred outside the European Economic Area (EEA), we ensure that appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the European Commission
- Transfers to countries with an adequacy decision

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## 9. Data Retention

We retain personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy, including legal, accounting, or reporting obligations.

When data is no longer required, it is securely deleted or anonymized.

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## 10. Data Subject Rights

Under the GDPR, you have the following rights:

- Right to access your personal data
- Right to rectification of inaccurate data
- Right to erasure (“right to be forgotten”)
- Right to restrict processing
- Right to object to processing
- Right to data portability

- Right to withdraw consent at any time
- Right to lodge a complaint with a supervisory authority

You may exercise your rights by contacting us at [\[Contact Email\]](#).

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## **11. Cookies and Tracking Technologies**

We use cookies and similar technologies to enhance functionality, analyze usage, and support marketing activities.

Detailed information about cookies, their purposes, and how to manage them is available in our [Cookie Policy](#).

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## **12. Security Measures**

We implement appropriate technical and organizational security measures to protect personal data against unauthorized access, loss, misuse, or alteration.

However, no internet transmission or storage system can be guaranteed to be 100% secure.

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## **13. Changes to This Privacy Policy**

We reserve the right to update this Privacy Policy at any time.

Changes will be published on this page with an updated revision date.

We encourage you to review this Privacy Policy periodically.

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## **14. Contact Information**

For any questions regarding this Privacy Policy or data protection matters, please contact:

**Email:** [info@valen-partners.com](mailto:info@valen-partners.com)

**Company:** VALEN & PARTNERS Sp. z o.o.