

PRIVACY POLICY

of Clients and Users of SuperCracow.com services

§1. General information

1. This Privacy Policy defines the principles of processing personal data of Clients and Users of services provided under the SuperCracow.com brand.
2. The controller of personal data is Michael's Group with its registered office at ul. Grzegórzecka 69B/3, 31-559 Kraków, NIP: 675-125-46-78.
3. The Controller processes personal data in accordance with:
 - Regulation (EU) 2016/679 of the European Parliament and of the Council (GDPR),
 - the Act of 10 May 2018 on the protection of personal data,
 - this Privacy Policy.

§2. Contact regarding personal data

1. The Controller has not appointed a Data Protection Officer.
2. Contact in matters related to personal data protection is possible via the e-mail address: booking@supercracow.com.

§3. Scope of processed personal data

4. The Controller processes in particular the following personal data:
 - first name and surname,
 - e-mail address,
 - telephone number,
 - invoicing data (if required),
 - data of tour participants.
5. In the case of certain services (e.g. tours to the Auschwitz-Birkenau State Museum), full personal data of participants may be processed, in accordance with the regulations of external institutions.
6. The processing of such data is carried out on the basis of applicable legal provisions or regulations of external institutions and is necessary for the performance of the service.

§4. Purposes and legal bases of processing

Personal data are processed for the following purposes:

1. conclusion and performance of a contract for the provision of tourist services (Article 6(1)(b) GDPR),

2. fulfilment of legal obligations incumbent on the Controller (Article 6(1)(c) GDPR),
3. handling of reservations, payments, cancellations and complaints (Article 6(1)(b) and (f) GDPR),
4. contact with the Client in matters related to the performance of the service (Article 6(1)(b) and (f) GDPR),
5. marketing of the Controller's own services: on the basis of the Controller's legitimate interest (Article 6(1)(f) GDPR), and in the case of marketing carried out by means of electronic communication (e-mail, SMS, telephone) – exclusively on the basis of prior consent (Article 6(1)(a) GDPR),
6. pursuit of the Controller's legitimate interests, including the establishment or defence of claims (Article 6(1)(f) GDPR).

§4a. Source of personal data

1. As a rule, personal data are obtained directly from the persons to whom the data relate.
2. In the case of data of tour participants, such data may be provided to the Controller by the Client making the reservation.

§4b. Obligation to provide data

1. Providing personal data is:
 - voluntary in the case of marketing,
 - mandatory to the extent necessary to conclude and perform the contract and to meet the requirements of external institutions (e.g. museums).
2. Failure to provide mandatory data will make it impossible to perform the service.

§5. Recipients of data

1. Personal data may be transferred to:
 - guides, tour leaders and tour coordinators,
 - museums and institutions providing services,
 - business partners (hotels, travel agencies),
 - booking platforms (OTA),
 - entities handling payments and accounting systems.
2. Data are transferred exclusively to the extent necessary to perform the service.

§6. Transfer of data outside the EU/EEA

1. As a rule, personal data are not transferred outside the European Union and the European Economic Area.
2. If such a transfer occurs (e.g. in connection with the use of cloud tools), it takes place in accordance with Articles 44–49 GDPR, with the application of appropriate safeguards

§7. Data retention period

1. Personal data are stored:
 - for the duration of the contract,
 - after its termination for the period required by legal provisions,
 - until the expiry of potential claims.
2. Data processed on the basis of consent – until its withdrawal.

§8. Rights of data subjects

Every person has the right to:

1. access their data,
2. rectify their data,
3. erase their data (“right to be forgotten”),
4. restrict processing,
5. data portability,
6. object to the processing of personal data processed on the basis of Article 6(1)(f) GDPR, for reasons related to their particular situation,
7. withdraw consent at any time,
8. lodge a complaint with the President of the Personal Data Protection Office,
9. object to the processing of personal data for direct marketing purposes – at any time.

§8a. Automated decision-making

The Controller does not make decisions concerning data subjects in an automated manner, including profiling.

§8b. Right to lodge a complaint

The data subject has the right to lodge a complaint with the President of the Personal Data Protection Office if they consider that the processing of their personal data violates the provisions of the GDPR.

§8c. Method of exercising rights

1. The exercise of the rights of data subjects takes place by contacting the personal data Controller via the e-mail address: booking@supercracow.com.
2. The Controller provides a response without undue delay, no later than within 1 month from receipt of the request.

§9. Data security

1. The Controller applies appropriate technical and organisational measures to protect personal data.
2. Data are protected against access by unauthorised persons, loss, destruction or unauthorised modification.

§10. Amendments to the Privacy Policy

1. The Controller reserves the right to amend this Privacy Policy.
2. The current version of the Policy is published on the website www.supercracow.com.

§11. Final provisions

1. This Privacy Policy constitutes the fulfilment of the information obligation referred to in Articles 13 and 14 GDPR.
2. In matters not regulated by this Policy, the provisions of the GDPR and Polish law shall apply.
3. The Privacy Policy is effective from the date of its publication.