

## PRIVACY POLICY OF THE MEDICAEXPERT WEBSITE

*version effective as of March 1, 2026*

Good morning! We are pleased to have you here. This indicates that you value your privacy. We, on our part, make every due effort to ensure that you can acquaint yourself with the principles of personal data processing within our Website in a clear and comprehensible manner.

**At your fingertips, i.e., the most essential information regarding your data**

**Us, i.e., the controllers of your personal data**

**MedicaExpert Group Sp. z o.o.** with its registered office in Kraków (31-231) at ul. Bociana 4A/63, KRS (National Court Register number): 0000887385, NIP (Tax Identification Number): 9452242835 [Lead Controller] and **MedicaExpert Conference Mateusz Lubarski** with its registered office in Miechów (32-200) at ul. Wesoła 9, NIP: 6591496495, with a correspondence address at: ul. Bociana 4A/63; 31-231 Kraków. Detailed information concerning the principles of personal data processing can be found in the Privacy Policy. We process and protect your personal data, ensuring absolute compliance with the GDPR. Contact with the Lead Controller is available via e-mail at: [biuro@medicaexpert.pl](mailto:biuro@medicaexpert.pl).

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

We process your personal data, inter alia, for the purpose of managing your registration and account on our Website, effectuating registrations, and addressing your inquiries.

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

Your personal data serves us primarily to facilitate the registration process and to respond to your inquiries.

**To whom and why do we transfer your data?**

We transfer your data to entities that support us in conducting our business operations, including but not limited to IT, consulting, legal, and marketing services.

**Your rights come first!**

In particular, you are vested with the right to access your personal data, rectify it, erase it, or restrict its processing. Should the processing be carried out on the basis of your explicit consent, you retain the right to withdraw it at any given time!

**Cookies**

Cookies contain information pertaining to your activity on our Website and may be stored on your device. Cookies may be strictly necessary for the proper functioning of the Website and may also serve to personalize the displayed content and advertisements.

### Redirections (Links)

Our Website may feature references (links) to other, independent websites or platforms. We strongly recommend that you familiarize yourself with the privacy policies or terms of service of other portals on each respective occasion.

We encourage you to read the comprehensive information regarding the processing of personal data on our Website.

### Personal Data Controllers

**MedicaExpert Group Sp. z o.o.** with its registered office in Kraków (31-231) at ul. Bociana 4A/63, KRS: 0000887385, NIP: 9452242835 [Lead Controller] and **MedicaExpert Conference Mateusz Lubarski** with its registered office in Miechów (32-200) at ul. Wesoła 9, NIP: 6591496495, with a correspondence address at: ul. Bociana 4A/63; 31-231 Kraków. Detailed information concerning the principles of personal data processing can be found in the Privacy Policy. Contact regarding personal data protection is available via e-mail at: [biuro@medicaexpert.pl](mailto:biuro@medicaexpert.pl).

### Categories of data we process

The personal data we process constitutes data enabling the identification of the User, specifically their first name, surname, address, contact details, transaction-related data, and data concerning professional credentials.

### Purpose, legal basis, and retention period 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 granted. We shall process the data until the conclusion of the Trade Fair and the expiration of the statutory time limits for exercising your rights, as well as until the fulfillment of our overriding legal obligations, including accounting and tax-related obligations.
2. **Processing of the submitted order:** The legal basis for processing your personal data is the performance of a contract. We shall process the data until the order is fulfilled and the statutory time limits for exercising your rights expire, as well as until the fulfillment of our

overriding legal obligations, including accounting and tax-related obligations.

3. **Handling inquiries and requests:** The legal basis for processing your personal data is the performance of a contract or compliance with a legal obligation imposed upon us by the applicable provisions of law. We shall process personal data until the inquiry or request has been fully addressed.
4. **Marketing purposes:** We process personal data based on the consent you have granted. We shall process your personal data until you revoke the granted consent, e.g., by sending us an e-mail.
5. **Legitimate interest of the Controller:** We process personal data for statistical and analytical purposes to better tailor our Website to your expectations. Such data is processed until the end of the session or until it is anonymized. We may also process personal data for archival purposes. Furthermore, we process personal data to defend against potential claims or to pursue potential claims. Such data is processed until the expiration of the pertinent statutes of limitations. For data processed on the basis of the Controller's legitimate interest, you may request that we conduct a balancing test.

### Categories of recipients

The Controller is authorized to transfer your personal data to third parties for the purpose of, and to the extent necessary for, the proper and due performance of the concluded agreement, i.e., to entities supporting the Controller in their business operations: providers of postal, payment, and banking services, providers of legal, consulting, and marketing services, as well as IT service providers (including, in particular, hosting, cloud computing, and mailing systems). Specifically, to facilitate the ticket sales process for the organized Trade Fair, the Controller may transfer your personal data to the provider of the Evently platform. Detailed information regarding the processing of data by this platform can be found here: <https://evently.pl/polityka-prywatnosci>.

### Transfer of personal data to a third country/international organization

The headquarters of some of the providers whose tools we utilize on our Website may be located outside the EU and the EEA.

Personal data may be transferred to the USA in the event the Website utilizes the following marketing tools: Google Analytics, Google Adwords, Google Tag Manager, and Meta Pixel.

The data transfer is executed pursuant to the [EU-US Data Privacy Framework certification](#), approved by the European Commission.

The roster of certified providers is accessible [here](#).

### **Rights of data subjects**

Subject to the limitations arising from the GDPR and other provisions of law, you are vested with the right to request access to your personal data, its rectification, erasure, or restriction of processing, as well as the right to data portability, the right to object to processing, and the right to withdraw consent at any time, provided the processing is based on explicit consent. Furthermore, please be advised that you have the right to lodge a complaint with a supervisory authority (the Personal Data Protection Office) should you deem that the processing of your personal data infringes upon the provisions of the GDPR. Your personal data may be subject to profiling for the purposes of direct marketing. Profiling does not produce legal effects concerning you, nor does it similarly significantly affect the data subject in any other manner.

### **Voluntary or mandatory nature of providing personal data**

Except in instances where providing personal data is a statutory obligation, the provision of personal data is voluntary, albeit it may be strictly necessary to achieve the aforementioned purposes, including the conclusion of an agreement. If your data was disclosed to the Controller by our Client/Service Provider, whose employee/collaborator you are, the personal data is or may be processed to pursue the legitimate interests of the Controller in connection with the performance of an agreement binding the Controller and your employer/collaborator. The Controller shall process the following categories of your personal data: identification data (such as: first name and surname) and contact details (such as: professional e-mail address, telephone number, function, position). You may request that we conduct a balancing test.

### **Cookies**

Cookies contain information pertaining to your activity on our Website and may be stored on your device.

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

Cookies are indispensable for utilizing all the functionalities of the Website. They also serve to personalize the displayed content and advertisements. We may share your usage patterns of the Website with providers of other services, including advertising and analytical services. These providers may amalgamate the information received from us with information they already possess, provided you have utilized their services.

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

We employ both persistent and session cookies. Session cookies remain on your device until the session is terminated (until you leave the website). Persistent cookies remain on the device for a longer duration, until their predefined lifespan expires or until they are manually deleted. Cookies may be our proprietary cookies or third-party cookies. We also utilize the following categories of cookies: strictly necessary - to access the website; analytical - to enhance the Website's performance; preference - to remember your choices; advertising - to personalize displayed content and advertisements; unclassified - other cookies.

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

On our Website, we employ social media plugins (Instagram, Facebook) as well as analytical and marketing tools (Google Analytics, Meta Pixel).

### **Customization and deletion of cookies**

During your initial visit to our Website, you may specify the types of cookies to be stored. You may amend the cookie settings at any time by clicking on the cookie settings icon. You can also modify your web browser settings to manage the applicability of cookies or other tracking technologies.

### **Final Provisions**

In matters not governed by the Cookie Policy, the provisions of the Civil Code and relevant acts of Polish law, 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), shall strictly apply. We reserve the right to amend this Policy.