

PRIVACY POLICY

for the website superenduro.org

I. General Provisions

1. This Privacy Policy defines the rules for collecting, processing, and storing personal data of users of the website bilety.super-enduro.com.pl (hereinafter: the Website).
2. The data controller is Agencja Sport UP Sp. z o.o., based in Poland /Bielsko-Biała, NIP 5472185831.
3. The Website uses technical and organizational measures to protect personal data in accordance with the GDPR and applicable law.

II. Scope and Purposes of Data Processing

Personal data is processed for the following purposes:

- fulfilling ticket orders (first name, last name, email, phone number, payment/invoice details);
- handling payments and settlements;
- contacting the user;
- fulfilling tax obligations and archiving;
- statistical and marketing analyses (including through external tools, see section V).

III. Legal Grounds for Processing

- Article 6(1)(b) of the GDPR – performance of a contract (ticket purchase);
- Article 6(1)(c) of the GDPR – legal obligation (taxes, archiving);
- Article 6(1)(f) of the GDPR – legitimate interests of the controller (marketing, analytics, security).

IV. Data Retention Period

Data is stored for the period necessary to fulfill the purposes, including:

- until the service is completed;
- up to 5 years after the end of the tax year (due to legal obligations);
- until consent is withdrawn or an objection is raised (e.g., for marketing purposes).

V. Cookies and Tracking Technologies

1. The Website uses cookies and tracking technologies for functional, statistical, and marketing purposes.
2. In particular, the following are used:
 - Facebook Pixel (Meta Platforms Ireland Ltd.) – to analyze advertising effectiveness and marketing activities;
 - TikTok Pixel (TikTok Technology Limited) – to analyze user behavior and personalize ads;
 - Google Analytics and Google Ads (Google Ireland Limited) – to analyze Website traffic and advertising activities.
3. Data collected by these tools may be transferred outside the European Economic Area (e.g., to the USA) with appropriate legal safeguards such as standard contractual clauses.

4. Users can manage cookie settings in their browser and delete them at any time.

VI. Data Recipients

Data may be shared with:

- entities handling payments, hosting, and IT services;
- providers of marketing and analytics tools (Meta, TikTok, Google);
- public institutions, if required by law.

VII. User Rights

Users have the right to:

- access, rectify, delete, restrict the processing, and transfer their data;
- object to processing (e.g., marketing, profiling);
- withdraw consent at any time;
- lodge a complaint with the President of the Personal Data Protection Office.

VIII. Contact Regarding Data Protection

For matters related to data protection, please contact:

- Email: rodo@sportupagencja.pl
- Address: Agencja Sport UP sp. z o.o., ul. Moniuszki 15c, 43-300 Bielsko-Biała, NIP: 5472185831

IX. Changes to the Privacy Policy

The Administrator reserves the right to amend this Policy. Any changes will be communicated...