



Personal Data Processing Information

Data Controller

The data controller for personal data of participants of the "World Meat Day" conference (hereinafter: the Conference) is Brand New Heaven Sp. z o.o., with its registered office in Warsaw (00-056), 3A Kredytowa Street, Apt 114 – entered in the register of entrepreneurs maintained by the District Court for the Capital City of Warsaw in Warsaw, 13th Commercial Division of the National Court Register, under KRS number 0000382857, NIP 5213599532, REGON 142862786 (hereinafter: the Company).

Contact Details

The Company has not appointed a Data Protection Officer. For all matters related to personal data protection, you may contact the Company as follows:

- by email: t.wesoly@brandnewheaven.pl;
- by phone: +48 502 189 902;
- in writing, to the address: Brand New Heaven Sp. z o.o., 00-056 Warsaw, 3A Kredytowa Street, Apt 114, marked "Personal Data Protection".

Categories of Personal Data

The Company will process the following categories of personal data of Conference participants: basic identification data (e.g. first and last name), contact data (e.g. phone number, email address), address data (place of employment), other employment-related data (e.g. job title), and image data (photographs, recordings). Data categories will be collected in accordance with the principle of data minimisation, having regard to the purpose of the Conference, and will primarily result from applicable legal provisions.

Purpose and Legal Basis for Processing Personal Data

Pursuant to Article 13 of 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 (General Data Protection Regulation, hereinafter: "GDPR"), personal data will be processed by the Company for purposes related to:

- taking actions aimed at organising and conducting the Conference, as well as its administrative, IT, and financial management;
- fulfilling legal obligations that the Company must comply with in connection with its business operations and the organised Conference, including processing payments, issuing and storing invoices and other accounting documents, recording revenues, settling taxes, fulfilling accounting and reporting obligations, maintaining and archiving Conference-related documentation, as well as other obligations arising from applicable legal regulations;
- carrying out marketing activities, pursuing potential claims, conducting court or debt recovery proceedings, or defending against such claims or proceedings.

The legal bases for processing personal data are:

- Art. 6(1)(a) GDPR – consent to the processing of personal data for a specified purpose;
- Art. 6(1)(b) GDPR – organisation and conduct of the Conference;
- Art. 6(1)(c) GDPR – legal obligation incumbent on the controller (the Company) arising from generally applicable law;
- Art. 6(1)(f) GDPR – necessity for the purposes of the legitimate interests pursued by the Company.

Recipients of Data

Recipients of personal data may include Company employees and entities providing the Company with postal, courier, and legal services, as well as entities supplying telecommunications, hosting, or IT systems and software services.

Data Retention Period

Data will be retained until the legitimate interests of the Company constituting the legal basis for processing cease to exist, and in particular until the expiry of the limitation period for potential claims, but no longer than 3 years from the conclusion of the Conference.

Rights Related to Personal Data Processing

Unless otherwise provided by the GDPR and within the scope defined therein, data subjects have the right to request access to their personal data, to rectify such data, to erase it or restrict its processing, to object to processing, to data portability, to withdraw consent to the processing of personal data, as well as the right to lodge a complaint with the supervisory authority, which is the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych).

To the extent that personal data processing is based on consent, the data subject additionally has the right to withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of processing carried out prior to the withdrawal.

Voluntariness of Providing Personal Data

The provision of personal data may constitute a statutory requirement, and its provision may be necessary to achieve a specific purpose. Provision of personal data is mandatory where the legal basis for processing is a statutory provision. If required data are not provided, the Company will be unable to fulfil its statutory obligations, which may result in the inability to achieve the purposes listed above, as well as consequences provided for by law.

The provision of personal data is entirely voluntary where processing is based on the data subject's consent. However, failure to provide consent will result in the inability to participate in the Conference.

Automated Processing of Personal Data

Personal data will not be subject to automated decision-making, including profiling.