

## PRIVACY POLICY OF THE DAGDERM SPECIALIZED MEDICAL PRACTICE

To ensure the security of your personal data and in full compliance with applicable law, the DAGDERM Specialized Medical Practice has developed this privacy policy describing how personal data is collected, processed, and used. This document fully adheres to the European Parliament and Council Regulation (EU) 2016/679 of 27 April 2016 (commonly known as the GDPR), effective since 25 May 2018, which protects individuals regarding the processing of personal data and ensures free movement of such data, while repealing Directive 95/46/EC.

Your personal data is processed based on legal provisions, under the controller's legitimate interest, including direct marketing of the controller's services (including profiling), pursuit of claims, and ensuring safety of persons and property. Processing also occurs on contractual grounds or with your explicit consent.

### DATA CONTROLLER

The controller of your personal data is DAGDERM Specialized Medical Practice, represented by Agnieszka Staniewska, located at ul. Pasaż Ursynowski 1, unit U17, 02-784 Warsaw, Poland.

Correspondence address: ul. Pasaż Ursynowski 1, 02-784 Warsaw

Contact email: [ochrona.danych@dagderm.pl](mailto:ochrona.danych@dagderm.pl)

### PURPOSES OF PROCESSING

Your data are processed for:

- delivery and management of health care services;
- billing and financial settlements;
- handling complaints and feedback;
- sending informational and promotional materials regarding the controller's own products and services;
- archiving as required by law;
- ensuring safety via surveillance on clinic premises;
- executing contracts with external entities (labs, physicians, couriers);
- managing sale of goods—details provided in the Shop Regulations.

### YOUR DATA PROTECTION RIGHTS

You have the right to:

- object to processing for marketing purposes;
- withdraw consent at any time;
- access your personal data and obtain information on its processing;
- request correction or completion of data;
- request deletion (except where medical records are concerned—"right to be forgotten" does not apply);
- request restriction of processing;
- object based on specific situations;
- data portability—receive your data in a structured, machine-readable format and transfer it elsewhere, where technically feasible.

### CONTACT FOR DATA MATTERS

By post: DAGDERM, ul. Pasaż Ursynowski 1, unit U17, 02-784 Warsaw, with the note "dot. Danych osobowych" By email: [ochrona.danych@dagderm.pl](mailto:ochrona.danych@dagderm.pl)

You also have the right to lodge a complaint with the President of the Polish Data Protection Authority (UODO).

## **SHARING DATA WITH THIRD PARTIES**

DAGDERM does not share your personal data with external parties, except in the following cases:

legally authorized authorities;

entities or individuals authorized by you;

processors acting on DAGDERM's behalf under agreement with them and in compliance with applicable regulations.

## **MARKETING PROCESSING**

You may subscribe to our newsletter by providing your email or phone number and giving consent to receive electronic commercial communications. We inform subscribers about offers, promotions, and new services. You may unsubscribe at any time via a link in each message.

## **DATA SECURITY**

We implement both technological and organizational measures to protect processed data from unauthorized access, loss, or misuse. Our server infrastructure is secured against unauthorized interference.

## **POLICY MODIFICATIONS AND RETENTION PERIODS**

DAGDERM reserves the right to update this policy in case of legal changes or new technological or IT solutions. Medical records are retained in accordance with the Act of 6 November 2008 on Patients' Rights and Patient Ombudsman (Article 29). After that period, documentation is either delivered to the patient or an authorized person or permanently removed. Other personal data is processed only as long as necessary—until consent is withdrawn, the legal limitation period expires, or the purpose of processing is fulfilled.

## **AUTOMATIC DATA COLLECTION**

When you visit our website, details such as your IP address, browser type, and operating system are automatically recorded. These data are used solely for administrative and analytical purposes.

## **USE OF COOKIES AND SIMILAR TECHNOLOGIES**

Our website may use cookies to identify your session. Cookies do not contain personal data and ensure the proper functioning of the site. To block cookies, you can change your browser settings—some features may not then work properly. We use Google Analytics and Google Remarketing to analyze site traffic: data is stored on Google's servers and may be shared with third parties if required by law or if processed on Google's behalf. Similar tools may also be used for analytics, social media integration, and site security. If our site links to external websites not controlled by us, we are not responsible for their content or privacy practices—using such links is at your own risk.

