

# Privacy Policy (GDPR Compliant)

Effective Date: July 28, 2025

This Privacy Policy defines the principles of processing and protection of personal data provided by Users in connection with their use of services offered by the website automationnex.io (hereinafter: "Service").

## § 1. Data Controller

The Data Controller is AutomationNex company with its registered office in Poznan, hereinafter referred to as the "Controller". Contact with the Controller is possible at the email address: office@automationnex.io

## § 2. Scope, purposes and legal bases for data processing

1. The Controller processes personal data for the purpose of:

- Establishing contact and presenting offers: based on Article 6(1)(b) GDPR (taking steps at the request of the data subject prior to entering into a contract) and Article 6(1)(f) GDPR (legitimate interest of the Controller consisting in handling inquiries and building relationships with potential clients). This data includes, among others, first name, last name, email address, phone number, company name.

- Concluding and performing service contracts: based on Article 6(1)(b) GDPR (processing is necessary for the performance of a contract).

- Fulfilling legal obligations: incumbent upon the Controller, in particular arising from tax and accounting regulations, based on Article 6(1)(c) GDPR.

- Direct marketing of own products and services: based on Article 6(1)(f) GDPR (legitimate interest of the Controller).

- Analytics and statistics: based on Article 6(1)(f) GDPR (legitimate interest of the Controller consisting in conducting analyses of User activity in the Service in order to improve its functionality).

2. Providing data is voluntary, however, it is necessary to use certain functionalities of the Service, including sending inquiry requests and concluding contracts.

## § 3. Rights of data subjects

Each person whose data is processed has the right to:

- Access to the content of their data and receive a copy thereof
- Rectification (correction) of their data
- Erasure of data (right to be forgotten)
- Restriction of data processing
- Data portability to another controller
- Object to data processing based on the Controller's legitimate interest
- Withdraw consent at any time, if processing is based on consent, without affecting the lawfulness of processing carried out on the basis of consent before its withdrawal
- Lodge a complaint with the President of the Personal Data Protection Office (UODO) when they believe that the processing of their personal data violates GDPR provisions

#### § 4. Data retention period

Personal data will be stored for the period necessary to achieve the purposes for which it was collected, and after that time for the period and to the extent required by law or to secure potential claims.

#### § 5. Data recipients

Personal data may be disclosed to entities cooperating with the Controller on the basis of data processing agreements, in particular to IT service providers (hosting), CRM systems, web analytics tools, as well as entities authorized to obtain them under applicable law.

#### § 6. Cookies

The Service uses cookies. These are small text files sent by the www server and stored by the browser software on the computer.

#### § 7. Changes to the Privacy Policy

The Controller reserves the right to make changes to the Privacy Policy. Users will be informed about all changes through the publication of new content of the Privacy Policy on the Service.