

PRIVACY POLICY
FOR USERS OF THE RTB HOUSE TAGS CONNECTOR

This policy describes how RTB House processes your personal data when you use the RTB House Tags Connector, and follows transparency obligations arising from personal data protection laws, specifically articles 13 and/or 14 of the General Data Protection Regulation ('GDPR').

DATA CONTROLLER



The controller of your personal data is RTB House Services sp. z o.o., with its registered office in Warsaw, hereinafter referred to as **"we," "us,"** or **"RTB House."**

CONTACT DETAILS







You can contact us in the following manner: (1) by mail at: 61/101 Żłota St., 00-819 Warsaw, Poland, (2) by e-mail at dpo@rtbhouse.com, (3) or by telephone: +48 22 188 12 71.







**CATEGORIES OF
COLLECTED DATA
AND PURPOSES FOR
THE PROCESSING**



We process the following categories of personal data:

- (a) your email address/username and password to your Client Panel account, as well as the name of the entity you represent **for the purpose of granting you access to the RTB House Tags Connector** (on the basis of our legitimate interest);
- (b) your IP address **for the purpose of maintaining security of the RTB House Tags Connector** (on the basis of our legitimate interest);
- (c) the Advertiser ID of the client you represent, together with the information that you logged in the RTB House Tags Connector, implemented our tags on the client's website through it, or deleted it **for the purpose of maintaining the information about the management of the advertising campaigns** (on the basis of our legitimate interest).

<p>LEGAL BASIS FOR THE PROCESSING</p> 	<p>The legal basis for processing of your personal data as indicated in the above row, is our legitimate interests (“legitimate interest”), specifically:</p> <ul style="list-style-type: none"> (a) the management of our clients’ advertising campaigns, including client support in implementing our tags on their websites; (b) maintaining the security of the RTB House Tags Connector.
<p>RECIPIENTS OF PERSONAL DATA</p> 	<p>We may disclose your personal data to our subcontractors or service providers. Sometimes, we may also share your data with other companies from the RTB House corporate group (e.g., for administrative purposes).</p> <p>In cases where it is necessary or required by law, we may also share your personal data with law enforcement agencies, supervisory authorities or in court proceedings.</p>
<p>TRANSFERS TO OTHER COUNTRIES</p> 	<p>RTB House may occasionally transfer your data to a country outside of incorporation of RTB House, including outside the European Economic Area (EEA). In such cases, we will take measures to ensure the transfer is in compliance with applicable laws. Specifically, the transfer can be allowed if one of the following is applicable:</p> <ul style="list-style-type: none"> • the country has been declared as offering an adequate level of protection through a European Commission adequacy decision; • Binding Corporate Rules (BCR) are in place (for inter-company transfers); • Standard Contractual Clauses (EU model-clauses) are used; or • the entity complies with the Data Privacy Framework.
<p>RETENTION PERIOD</p> 	<p>We will delete your personal data, such as the Advertiser ID of the client you represent, together with the other information, immediately after you uninstall the RTB House Tags Connector.</p> <p>We do not store your credentials for your Client Panel account within the RTB House Tags Connector, so these are deleted per the Client Panel Privacy Notice.</p>

<p>DATA SUBJECT'S RIGHTS</p>  	<p>You have the right to know about the data processing we conduct and what personal data we have about you. If your personal data is wrong or incorrect, you can tell us and we will fix it. Until that happens, you have the right to restrict the processing, and it will be limited to storage only for that time.</p> <p>If you no longer wish to have your personal data processed, you can also exercise your right to object or ask for its erasure. In certain situations, we may still keep some of your personal data even after your request. This may happen due to a legal obligation imposed on us or to meet our business needs.</p> <p>To learn more about your data protection rights and how to exercise them, you can contact our Data Protection Officer at: dpo@rtbhouse.com.</p>
<p>AUTOMATED DECISION-MAKING</p> 	<p>We will not use your data for automated decision-making or profiling.</p>
<p>SOURCE OF PERSONAL DATA</p> 	<p>We obtain most of your personal data directly from you. You provide us with the email address to grant you access to the Client Panel. After you are given access, a username is assigned to you within the system. You log in to the RTB House Tags Connector using your Client Panel credentials.</p> <p>However, we may also automatically collect some personal data upon your visit to the RTB House Tags Connector, such as your IP address, and the Advertiser ID of the client you represent, together with information such as whether you logged in and implemented our tags on the client's website through the RTB House Tags Connector.</p>
<p>OBLIGATION TO DISCLOSE PERSONAL DATA</p> 	<p>You need to provide us with your personal data because it is necessary to enable you to log in to the RTB House Tags Connector and to maintain its correct functioning.</p>
<p>RIGHT TO LODGE A COMPLAINT</p> 	<p>If you feel that we have violated your data protection rights, you have the right to lodge a complaint with the President of the Personal Data Protection Office in Poland. You also have the right to lodge a complaint with the data protection supervisory authority that oversees data protection for RTB House or for the country where you live. For the</p>

	European Economic Area, you can find the contact information for this authority on this website .
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