

# Privacy Policy

## 1. DATA CONTROLLER

The data controller is Halo creative studio sp. z o. o., located at Ul. Jana Zamoyskiego 61/11, Kraków 30-519, contact: [hi@halocreative.studio](mailto:hi@halocreative.studio), [www.halocreative.studio](http://www.halocreative.studio).

## 2. TYPES OF COLLECTED PERSONAL DATA

We collect the following personal data:

- Identification data: first and last name, company name (if applicable),
- Contact information: email address, phone number,
- Technical data: IP address, browser type, operating system, website activity data,
- Other data voluntarily provided through contact forms.

## 3. PURPOSE AND LEGAL BASIS FOR DATA PROCESSING

Personal data is processed based on:

- Art. 6(1)(a) GDPR – consent for marketing purposes (e.g., newsletters),
- Art. 6(1)(b) GDPR – actions taken at your request (e.g., responding to inquiries),
- Art. 6(1)(f) GDPR – legitimate interests of the controller, such as website traffic analysis.

## 4. DATA RETENTION PERIOD

Data is stored for as long as necessary to fulfill the purposes for which it was collected or until consent is withdrawn. Data related to website traffic is retained according to our cookie policy.

## 5. DATA SUBJECT RIGHTS

You have the right to:

- access and obtain a copy of your data,
- rectify or delete your data,
- restrict data processing,
- transfer your data,
- object to data processing,
- withdraw your consent at any time.

To exercise your rights, contact us at [hi@halocreative.studio](mailto:hi@halocreative.studio).

## 6. SHARING OF PERSONAL DATA

We do not share your personal data with third parties unless required by law or necessary to achieve the purposes outlined (e.g., IT service providers).

## 7. TRANSFER OF DATA OUTSIDE THE EEA

Data may be transferred outside the European Economic Area only to countries ensuring an adequate level of data protection or under standard contractual clauses.

## 8. COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies to analyze traffic and improve functionality. You can manage cookie settings in your browser. For more details, see our [Cookie Policy].

## 9. SECURITY MEASURES

We apply appropriate technical and organizational measures to protect your data against loss, unauthorized access, or disclosure.

## 10. CHANGES TO THE PRIVACY POLICY

We reserve the right to make changes to this policy. Updates will be posted on this page. We recommend reviewing the policy regularly.