

Privacy Policy of the Services

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What is this document about?

This Privacy Policy explains in a clear and accessible way how we protect your personal data when you use the ai.beyond.pl service and the services offered by Beyond.pl. Our goal is to help you feel safe and fully informed about what happens to your data.

WHO IS RESPONSIBLE FOR YOUR DATA AND HOW TO CONTACT THEM?

Data Controllers

The controller of your personal data related to a specific service will be Beyond.pl Sp. z o.o. For matters related to data protection, you may contact the Data Controller or the Data Protection Officer:

Beyond.pl: ul. Kręglewskiego 11, 61-248 Poznań, Poland

Email: helpdesk@beyond.pl

Data Protection Officer: iod@beyond.pl

WHAT DATA DO WE COLLECT AND WHY?

1. Data provided during registration, such as:
 - Your first and last name

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- Email address
- Phone number (for verification)
- Login and password
- Company details (if you operate a business)

These data are essential for setting up your account and allowing you to use the service. Without them, we will be unable to provide you with our services.

2. Technical data collected automatically, such as:
 - Your computer's IP address
 - Browser and device information
 - Visit duration and activity on the site

These data help us ensure the security of the service, detect technical issues, and prevent hacker attacks.

3. Order and service data, such as:
 - Your order history
 - Invoices and billing information
 - Communication with us
 - Preferences and settings
 - Information about the progress of service delivery

These data allow us to fulfill your orders, issue invoices, respond to your inquiries, and tailor our services to your needs. When companies cooperate on fulfilling your order (one as a subcontractor of the other), such data may be shared to the extent necessary.

ON WHAT LEGAL BASIS DO WE PROCESS YOUR DATA?

1. **Performance of a contract**
Most of your data is processed because it is necessary to provide the services you order. Just like any contract, without the basic data, we cannot fulfill it.
2. **Legal obligations**
Some data must be processed due to legal requirements—e.g. for issuing invoices, bookkeeping, or storing tax-related documents.
3. **Our legitimate interests**
We may process data based on our legitimate interests, provided that this does not infringe your rights. For example:
 - Sending information about new services to our clients
 - Analyzing how the service is used to improve it
 - Ensuring security and detecting abuse
4. **Your consent**
In some cases, we process data based on your consent—e.g. for cookies. You may withdraw your consent at any time.

WHO DO WE SHARE YOUR DATA WITH?

1. **With entities that support us in the provision of Services**, including communication services (e.g., FreshMail, part of MailerLite – MailerLite Limited, a company registered in Ireland at

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88 Harcourt Street, Dublin 2, D02 DK18, Ireland – assists with sending newsletters; Twilio Ireland Limited, 70 Sir John Rogerson's Quay, Dublin 2, D02 R296, Ireland – verifies phone numbers; LINK Mobility Poland Sp. z o.o., Toszecka 101, 44-117 Gliwice – sends SMS messages), sales processes and customer service as well as maintaining IT security of computer systems, networks, applications and data (Beyond Solutions Sp. z o.o. with its registered office in Poznań, entered in the Register of Entrepreneurs of the National Court Register by the District Court Poznań - Nowe Miasto i Wilda in Poznań, 8th Commercial Division of the National Court Register, under KRS number 0001099085), as well as administrative and IT services (accounting and legal firms, banks and payment systems, courier companies, and other IT service providers).

2. Public authorities, if required by law—for example, tax offices or courts upon request.

If any data is transferred outside the European Economic Area (EEA), such transfer is carried out in compliance with Articles 44–49 of the GDPR.

WHAT ARE YOUR RIGHTS?

You have full control over your data. The rights you may exercise under the GDPR include:

- **Right of access**
You may ask us what data we have about you and how we use it. A detailed response will be provided within 30 days.
- **Right to rectification**
If your data is incorrect or outdated, you can request that we correct it.
- **Right to erasure**
In certain circumstances, you may ask us to delete your data. We will comply unless we are legally required to retain it.
- **Right to restriction of processing**
You may request that we stop actively processing your data, without deleting it.
- **Right to data portability**
You may request your data in a structured format for transfer to another provider.
- **Right to object**
You may object to the processing of your data, particularly for marketing purposes.
- **Right to withdraw consent**
If processing is based on your consent, you can withdraw it at any time.

How to exercise your rights?

- Write to us at iod@beyond.pl
- Use the form in your account
- Send a letter to: ul. Kręglewskiego 11, 61-248 Poznań, Poland

Right to lodge a complaint with a supervisory authority

If you are not satisfied with how we handle your data or believe that we are violating the GDPR, you may lodge a complaint with the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych).

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HOW LONG DO WE STORE YOUR DATA?

We do not retain your data longer than necessary for the purposes listed above. For example, account data is stored for up to 6 years for claim defense purposes; data related to newsletters is stored until you unsubscribe.

COOKIES – WHAT ARE THEY AND WHY DO WE USE THEM?

What are cookies?

Cookies are small files stored in your browser. They allow the website to “remember” you and your preferences.

What types of cookies do we use?

- **Necessary cookies** – Essential for the functioning of the website, e.g. those that remember your login.
- **Functional cookies** – Make the website more convenient, e.g. by remembering your settings.
- **Analytical cookies** – Help us understand how you use the service to improve it.
- **Marketing cookies** – Enable us to show you ads tailored to your interests.

How can you manage cookies?

- Use the cookie settings panel on our website
- Change your browser settings
- Install cookie-blocking extensions

DO WE MAKE AUTOMATED DECISIONS ABOUT YOU?

We do not make any automated decisions that could significantly affect your life or interests.

We may analyze data in order to:

- Personalize content based on your interests
- Detect suspicious activity for security purposes
- Improve our services

However, you always have the right to human intervention and explanation of any such actions.

HOW DO WE PROTECT YOUR DATA?

Technical safeguards:

- **Encryption:** All data is encrypted during transmission and storage
- **Firewalls and monitoring:** Our systems are protected by advanced security tools
- **Backups:** Secure backups are performed regularly
- **Updates:** All systems are kept up to date

Organizational safeguards:

- **Training:** All employees receive data protection training
- **Access control:** Only authorized personnel have access to data
- **Procedures:** Clear procedures are in place for handling data

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- **Audits:** Our security systems are regularly reviewed

What happens in case of a data breach?

If a security breach occurs:

- We immediately implement corrective measures
- Notify the appropriate authorities
- Inform you if your rights may be at risk
- Analyze the cause and apply additional safeguards

MARKETING AND NEWSLETTER

When do we send you marketing communications?

- If you are a customer – we may send you information about similar services. You can unsubscribe at any time.
- If you subscribed to our newsletter – we send information you consented to receive.
- If you are not a customer – we only send content if you have given your consent.

How can you unsubscribe?

- Click the “unsubscribe” link in any email
- Change your account settings
- Email us at help.desk@beyond.pl

Lead magnets – free materials

We offer free e-books, courses, and webinars. To receive them, you need to provide your email. You may unsubscribe at any time.

CHANGES TO THE PRIVACY POLICY

When do we make changes?

We may amend this Policy when:

- The law changes
- We introduce new services
- We wish to better explain our practices

How will we inform you?

For significant changes, we will notify you:

- By email
- Through a website notice
- At least 30 days in advance

Minor changes are communicated through updates on the website.

What can you do?

If you disagree with the changes, you may:

- Delete your account
- Discontinue using our services
- Contact us to discuss your concerns

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SUMMARY

We care deeply about your privacy and the security of your personal data. This Policy outlines how we manage your data in compliance with the law and your expectations.

Remember:

- You have full control over your data
- You can always ask what we do with it
- Your data is secure and protected
- You can exercise your rights at any time

If you have any questions or concerns, please contact us.

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