

Privacy Policy



• Introduction

At Lucky Media (a brand operated by "Samsara" Patrycja Mackiel), we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, store, and protect your personal data, in compliance with the General Data Protection Regulation (GDPR) and other applicable privacy laws in Poland and the European Union.

By using our services, submitting a brief, signing up for our products, requesting contact, or subscribing to receive offers and updates, you agree to the collection and use of your personal information as described in this policy.

• Data Controller

The data controller responsible for your personal data is:

"Samsara" Patrycja Mackiel
Ul. K. P. Ściegiennego 5 nr lok. 1
45-712 Opole, Poland
NIP (Tax Identification Number): 9910532750
Contact Email: hi@luckymedia.marketing
Operating as: Lucky Media brand

• 1. Personal Data We Collect

We collect personal data when you interact with us through our website, products, or services. This may include:

Contact Information: Your name, email address, phone number, and company name when you sign up for a product, fill out a brief, request our contact, or subscribe to receive offers or updates.

Business Information: Confidential business information, such as product descriptions, target markets, and advertising preferences, provided to us for advertising and marketing purposes.

Marketing Preferences: Your consent to receive marketing offers, including courses, eBooks, newsletters, promotions, and company updates via email, calls or text messages.

• 2. Purpose of Data Processing

We collect and use your personal data for the following purposes:

To provide and improve our products and services.

To communicate with you regarding your inquiries, briefs, and service requests.

To develop advertising strategies and campaigns for your business.

To send marketing communications, newsletters, offers for courses, eBooks, and company updates (if you have consented).

To maintain legal and regulatory compliance.

• 3. Legal Basis for Processing Personal Data

Under GDPR, we rely on the following legal grounds for the processing of your personal data:

Consent: We process your personal data with your explicit consent when you sign up for our services, subscribe to receive offers or fill out a brief.

Performance of a Contract: Data is processed as necessary to fulfill our contractual obligations to you, such as delivering our marketing services.

Legitimate Interest: We may process your data where it is necessary for our legitimate interests, such as improving our services and maintaining customer relationships, provided this does not override your fundamental rights.

Legal Obligation: We may process your data to comply with legal or regulatory obligations.

• 4. Data Sharing and Disclosure

Your personal data is not shared with any third parties except in the following circumstances:

Service Providers: We may share your data with trusted service providers who assist us in delivering our services, such as IT support, cloud service providers, or marketing platforms for sending emails and text messages. All such parties are subject to data protection agreements.

Legal Obligations: We may disclose your data to comply with legal obligations, court orders, or requests from public authorities.

Business Transfers: In the event of a merger, acquisition, or sale of assets, your data may be transferred to a third party as part of the transaction.

We will not sell, rent, or lease your personal data to third parties for marketing purposes without your explicit consent.

• 5. Data Retention

We will retain your personal data only for as long as necessary to fulfill the purposes outlined in this policy or to comply with legal obligations. Once the data is no longer required, we will securely delete or anonymize it.

• 6. Your Data Protection Rights

Under GDPR, you have the following rights concerning your personal data:

Right to Access: You have the right to request a copy of the personal data we hold about you.

Right to Rectification: You may request corrections of inaccurate or incomplete data.

Right to Erasure: You can request the deletion of your personal data, subject to certain conditions.

Right to Restriction of Processing: You can request that we limit the processing of your data under certain conditions.

Right to Data Portability: You may request the transfer of your data to another data controller.

Right to Object: You have the right to object to the processing of your personal data based on legitimate interest or for direct marketing purposes.

Right to Withdraw Consent: If processing is based on your consent, you have the right to withdraw that consent at any time.

If you wish to exercise any of these rights, please contact us at the contact details provided above.

• 7. Data Security

We implement appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, misuse, or alteration. These measures include encryption, secure servers, and access controls. However, no data transmission over the internet can be guaranteed to be completely secure.

• 8. International Data Transfers

We do not transfer your personal data outside the European Economic Area (EEA). Should this become necessary in the future, we will ensure that adequate protections are in place, such as standard contractual clauses approved by the European Commission.

• 9. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance your experience and improve the functionality of our services. For more details on how we use cookies, please refer to our Cookie Policy.

Email: hi@uckymedia.marketing

• 10. Changes to the Privacy Policy

We reserve the right to update or modify this Privacy Policy at any time. Changes will be effective immediately upon posting on our website. We encourage you to review this policy periodically for updates.

• 11. Contact Information

If you have any questions or concerns regarding this Privacy Policy or wish to exercise your rights under GDPR, please contact us at:

Lucky Media
"Samsara" Patrycja Mackiel
Ul. K. P. Ściegiennego 5 nr lok. 1
45-712 Opole, Poland

Email: hi@uckymedia.marketing

Latest changes were made to this document on:
23.09.2024