

Privacy Policy

Hello! If you've ended up here, it's a sure sign that you value your privacy. We fully understand this, which is why we've provided you with a document that consolidates all the rules regarding the processing of personal data, as well as the use of cookies and other tracking technologies associated with the operation of the yourplan.ai store.

A formal introduction – the administrator of the store is Jakub Łańcucki, conducting business under the name Lanco Nutritions Jakub Łańcucki, located at Al. Jana Pawła II, No. 43A, Apt. 37B, 01-001 Warsaw, TAX EU: PL5242425065, REGON: 141453494.

This privacy policy is structured in a question and answer format. This format was chosen to ensure transparency and clarity of the information provided to you. Below you will find a table of contents corresponding to the questions we will sequentially answer.

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If you have any doubts related to the privacy policy, you can contact us at any time by sending a message to office@yourplani.ai

1: Who is the administrator of your personal data? The administrator of your personal data is Jakub Łańcucki, conducting business under the name Lanco Nutritions Jakub Łańcucki, located at Al. Jana Pawła II, No. 43A, Apt. 37B, 01-001 Warsaw, NIP: 5242425065.

2: Who can you contact regarding the processing of your personal data? In implementing personal data protection in our organization, we have decided not to appoint a data protection officer due to the fact that it is not obligatory in our case. For issues related to personal data protection and privacy broadly, you can contact us via email: office@yourplan.ai

3: What information do we have about you? Depending on the purpose, we may process the following information about you: ● Name and surname, ● Residential address, ● Business activity address, ●

NIP (tax identification number), • Email address, • Telephone number, • Data contained in correspondence sent to us, • Order details, • Bank account number, • IP address, • Activity in relation to sent newsletters. We have precisely described the scope of processed data in relation to each processing purpose. Information in this area is found further in this policy.

4: Where do we get your personal data from? In most cases, you provide us with it when: • registering a user account, • placing an order in the store, • submitting complaints or withdrawing from a contract, • signing up for a newsletter, • adding a comment or product review, • contacting us. Additionally, some information about you may be automatically collected through tools we use: • the store mechanism and newsletter system collect your IP address, • the newsletter system mechanism collects information about your activity in relation to the content sent to you within the newsletter, such as opening messages, clicking links, etc.

5: Are your data safe? We care about the security of your personal data. We have analyzed the risks associated with each data processing process and then implemented appropriate security measures and personal data protection. We continuously monitor the state of our technical infrastructure, train our staff, examine the procedures used, and introduce necessary improvements. If you have any questions regarding your personal data, we are at your disposal at office@yourplan.ai

6: For what purposes do we process your personal data? There are more than one reason. Below is a list of these reasons, followed by a more detailed discussion. We have also assigned the appropriate legal bases for processing to individual purposes.

• Registration and maintenance of a user account – Art. 6(1)(b) GDPR, • Order handling – Art. 6(1)(b) GDPR, • Handling complaints or withdrawal from a contract – Art. 6(1)(f) GDPR, • Sending newsletters – Art. 6(1)(a) GDPR, • Handling comments or product reviews – Art. 6(1)(a) GDPR, • Correspondence handling – Art. 6(1)(f) GDPR, • Fulfilling tax obligations and accounting – Art. 6(1)(c) GDPR, • Creating an archive for the possible need of defense, establishment, or pursuing claims, as well as identifying a returning customer – Art. 6(1)(f) GDPR, • Own marketing – Art. 6(1)(f) GDPR.
User account – details

When creating a user account, you must provide the data necessary to set up the account: email address and password. Providing this data is voluntary but necessary to create an account. Within the account data editing, you can provide your further data, in particular, data that can be used when placing orders, such as name and surname, residential address or place of business activity, NIP number, phone number. Within the account data editing, you can also set your avatar, e.g., a profile picture including your image. Moreover, our system used to manage user accounts records your IP address used when registering a user account. At any time, you can modify the information about you provided to us in connection with the registration of a user account. However, if you created an account using integration with a social media account, the data obtained from this social media service cannot be modified. The data you provided in connection with the creation of an account are processed for the purpose of providing you with the electronic service of enabling you to use the user account. This service is provided based on the contract concluded under the terms described in the regulations, which means that in this respect, the legal basis for processing your personal data is Art. 6(1)(b) GDPR. The data will be stored for the duration of the user account's operation. At any time, you can decide to delete the account, which, however, will not lead to the deletion of information about your orders placed using the account from our database. Data about orders are stored in our archive for the entire period of the store's operation due to ensuring the possibility of identifying a returning customer, recreating his purchase history, granted discounts, etc., which constitutes our legitimate interest as referred to in Art. 6(1)(f) GDPR. Orders – details

When placing an order in the store, you must provide the data necessary to execute the order. Depending on the order details, the catalog of data may be different. For example, if you order physical products, we need to know the address to

deliver the order to you. If you ask for a VAT invoice for the company, we need to know the NIP number and the address of conducting business activity. Providing data is voluntary but necessary to place an order. Moreover, our system used to handle the order process records your IP address used when placing the order. Each order is recorded in our database, meaning that your personal data assigned to the order is accompanied by information about the order such as ordered products, chosen payment method, chosen delivery method, payment term. Data collected in connection with the order are processed for the purpose of executing the contract concluded through placing an order (Art. 6(1)(b) GDPR), issuing an invoice (Art. 6(1)(c) GDPR in conjunction with the regulations governing invoicing issues), including the invoice in the accounting documentation and fulfilling other tax obligations and accounting (Art. 6(1)(c) GDPR in conjunction with the regulations governing tax obligations and accounting issues), and for archival purposes for the possible need of defense, establishment, or pursuing claims, as well as identifying a returning customer, which constitutes our legally justified interest (Art. 6(1)(f) GDPR). Data about orders will be processed for the time necessary to execute the order, and then until the expiration of the limitation period for claims under the concluded contract. Moreover, after this period, data may still be processed by us for archival purposes for the possible need of defense, establishment, or pursuing claims, as well as identifying a returning customer. Remember also that we are obliged to store accounting documentation, which may contain your personal data, for the period required by law. Complaints and withdrawals from the contract – details If you submit a complaint or withdraw from the contract, you provide personal data contained in the content of the complaint or statement of withdrawal from the contract, which includes name and surname, residential address, phone number, email address, bank account number. Providing data is voluntary but necessary to submit a complaint or withdraw from the contract. Data provided to us in connection with submitting a complaint or withdrawing from the contract are used to carry out the complaint procedure or the withdrawal procedure, and then for archival purposes, which constitutes our legally justified interest (Art. 6(1)(f) GDPR). Data will be processed for the time necessary to carry out the complaint procedure or the withdrawal procedure. Complaint documents will be stored until the expiration of the warranty rights. Statements of withdrawal from the contract will be stored along with the accounting documentation for the period required by law. Newsletter – details Signing up for the newsletter, you provide us with your name and email address. Providing data is voluntary but necessary to sign up for the newsletter. Moreover, our system used to handle the newsletter records your IP address used when signing up for the newsletter, determines your approximate location, the email client you use to manage email, and tracks your actions taken in connection with the messages sent to you. Therefore, we also have information on which messages you have opened, in which messages you clicked links, etc. Data provided to us in connection with signing up for the newsletter are used to send you the newsletter, and the legal basis for their processing is your consent (Art. 6(1)(a) GDPR) expressed when signing up for the newsletter. As for the processing of information that does not come from you but has been collected automatically by our mailing system, we rely in this respect on our legally justified interest (Art. 6(1)(f) GDPR) consisting of analyzing newsletter subscribers' behaviors to optimize mailing actions. At any time, you can unsubscribe from receiving the newsletter by clicking on a dedicated link found in each message sent as part of the newsletter or simply by contacting us. Despite unsubscribing from the newsletter, your data will still be stored in our database to identify a returning subscriber and possible defense of claims related to sending you the newsletter, in particular, to demonstrate the fact of granting consent to receive the newsletter and the moment of its withdrawal, which constitutes our legally justified interest, as referred to in Art. 6(1)(f) GDPR. At any time, you can modify your data provided for the purpose of receiving the newsletter by clicking on the appropriate link visible in each message sent as part of the newsletter or simply by contacting us. Comments and product reviews – details Adding a comment or review of a product, you must provide at least the username, which will be assigned to the comment or review (the name may contain personal data, such as a name or surname) and an email address. Providing this data is voluntary but necessary to add a comment or review. You can also add your avatar (may contain your image, e.g., a photo) and provide your website address, but this is not obligatory. Data provided in connection with adding a comment or review will be processed

for the purpose of publishing the comment or review on the site. The basis for processing is your consent (Art. 6(1)(a)) resulting from sending the form used to publish a comment or review. At any time, you can withdraw consent by demanding the deletion of the comment or review. Your comment or review will be publicly available on the site for the time it is accessible on the Internet unless you request the deletion of the comment or review earlier. At any time, you can also modify the content of the comment, as well as modify the data assigned to it as a person who added the comment or review. Correspondence handling – details Contacting us, you naturally provide us with your personal data contained in the content of the correspondence, in particular, the email address and name and surname. Providing data is voluntary but necessary to make contact. In this case, your data is processed for the purpose of contacting you, and the basis for processing is Art. 6(1)(f) GDPR, i.e., our legally justified interest. The legal basis for processing after the contact ends is also our justified purpose in the form of archiving correspondence for the purpose of ensuring the possibility of proving certain facts in the future (Art. 6(1)(f) GDPR). The content of the correspondence may be subject to archiving and we are not able to definitively determine when it will be deleted. You have the right to demand presentation of the correspondence history you conducted with us (if it was subject to archiving), as well as demanding its deletion, unless its archiving is justified due to our overriding interests, e.g., defense against potential claims from you. Tax obligations and accounting – details If we issue an invoice for you, it becomes part of the accounting documentation, which will be stored for the period of time required by law. In such a situation, your personal data is processed for the purpose of fulfilling the tax obligations and accounting incumbent on us (Art. 6(1)(c) GDPR in conjunction with the regulations governing tax obligations and accounting issues). Archive – details Within the description of individual purposes of processing personal data, which are found above, we indicated the terms of storing personal data Ph.D. These terms are often related to archiving by us certain data for the purpose of ensuring the possibility of proving certain facts in the future, recreating the course of cooperation with the customer, exchanged correspondence, defense, establishment, or pursuing claims. We rely in this respect on our legally justified interest, as referred to in Art. 6(1)(f) GDPR. Own marketing – details As part of our store, we use the mechanism of recovering abandoned carts. In the situation when you start the process of placing an order but do not complete it, our system records this fact in order to take actions aimed at encouraging you to finalize the order. These actions may be, in particular, sending you an email message encouraging you to finalize the order or displaying targeted advertising while browsing the Internet. The above-described actions are carried out based on our legally justified interest, as referred to in Art. 6(1)(f) GDPR, consisting of marketing our own products. At any time, you can object to such actions being carried out.

7: How long will we store your personal data? The periods of storing data have been indicated separately in relation to each processing purpose. You will find this information within the details devoted to each separate processing purpose. We draw your attention to the fact that we have adopted the model of storing your data about orders for the entire period of our online store's operation. We assume that this benefits you because at any time, you can recreate the history of your purchases and additionally use discounts if we provide such for our regular customers. However, if you do not want your data about orders to be stored so long, you can object to storing them for the described purpose at any time. However, we inform you that we see our overriding interest in storing data about the order until the expiration of the limitation period for claims under the contract concluded with us.

8: Who are the recipients of your personal data? We will venture to state that modern business is unable to do without services provided by third parties. We also use such services. Some of these services are related to the processing of your personal data. External service providers involved in processing your personal data are:

- hosting provider, which stores data on the server,
- cloud computing service provider, where backup copies containing your personal data are stored,
- mailing system provider, where your data

is stored if you are a newsletter subscriber, • CRM system provider, where we store your data to improve customer service and for archival purposes, • invoicing system provider, where your data is stored for the purpose of issuing an invoice, • accounting office, which processes your data visible on invoices, • entity providing technical service, which obtains access to data if technical work concerns areas where personal data is located, • other subcontractors, who gain access to data if the scope of their activities requires such access.

All entities listed above process your data based on data processing agreements concluded with us and guarantee an appropriate level of personal data protection. Your data is made available to courier companies to the extent necessary to deliver the order. These companies become independent administrators of your personal data. If necessary, your data may be made available to a legal advisor or attorney bound by professional secrecy. The need may arise from the necessity of using legal assistance requiring access to your personal data. Moreover, we participate in the Trusted Opinions Ceneo program. In the process of placing an order, you can consent to transferring your data related to the order for the purpose of examining opinions on the level of satisfaction with the conducted purchase. If you give such consent, your data will be made available to Ceneo pl. Sp. z o.o., which will thus become the administrator of your personal data. Details concerning data processing by Ceneo are described in the Ceneo regulations: <http://info.ceneo.pl/regulamin/>. Your personal data may also be transferred to tax offices to the extent necessary to fulfill tax and accounting obligations. It concerns, in particular, all declarations, reports, statements, and other accounting documents in which your personal data is contained. Moreover, if necessary, your personal data may be made available to entities, bodies, or institutions authorized to access data based on legal provisions, such as police services, security services, courts, prosecutor's offices. What is more, we use tools that collect a range of information about you related to using our store. It concerns, in particular, the following information:

- information about the operating system and web browser you use, • viewed pages, • time spent on the site, • transitions between individual subpages, • clicks on individual links, • the source from which you move to our site, • age range you are in, • your gender, • your approximate location limited to the city, • your interests determined based on network activity.

These pieces of information themselves do not have, in our opinion, the nature of personal data. Since these pieces of information are collected by external tools we use, they are also processed by the providers of these tools based on the terms resulting from their regulations and privacy policies. Basically, these pieces of information are used to provide and improve services, manage them, develop new services, measure the effectiveness of advertisements, protect against fraud and abuse, and personalize content and ads displayed in individual services, websites, and applications.

We have tried to describe details in this area further in this privacy policy, within explanations devoted to individual tools.

9: Do we transfer your data to third countries or international organizations? Yes, some operations of processing your personal data may involve their transfer to third countries. We transfer your personal data to third countries in connection with using tools that store personal data on servers located in third countries, in particular in the USA. Providers of these tools guarantee an appropriate level of personal data protection through appropriate compliance mechanisms provided by GDPR, in particular, by joining the Privacy Shield program or using standard contractual clauses. Transferring personal data to servers located in third countries occurs in the context of the following tools:

- mailing system MailChimp, provided by Rocket Science Group LLC, 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308, USA– in the scope of your name, email address, IP address, and statistical information related to your reactions to messages sent by us, • Google services within the G-Suite package, provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland- in the scope of all data processed as part of Google services, including also those data that

are included in files subject to synchronization with Google Drive. Both Rocket Science Group LLC and Google Ireland Limited ensure an appropriate level of personal data protection by applying compliance mechanisms provided by GDPR, in particular, by using standard contractual clauses. We remind you here that we use external tools that may collect anonymous information about you for us. We have already mentioned this several times in this privacy policy, including in the answer to the previous question. Providers of these tools often use servers located around the world, in particular in the United States of America (USA), to store collected information.

10: Do we use profiling? Do we make automated decisions based on your personal data? We do not make decisions concerning you that are based solely on automated processing, including profiling, which would have legal effects on you or similarly significantly affect you. Yes, we use tools that may take certain actions depending on the information collected as part of tracking mechanisms, but we believe that these actions do not significantly affect you because they do not differentiate your situation as a customer, do not affect the terms of the contract you may conclude with us, etc. Using certain tools, we may, for example, direct personalized advertisements to you based on previous actions taken by you on our site or suggest products that may interest you. This is referred to as behavioral advertising. We encourage you to deepen your knowledge about behavioral advertising, especially in terms of privacy issues. Detailed information, along with the possibility to manage settings in the scope of behavioral advertising, can be found here: <http://www.youronlinechoices.com>. We emphasize that within the tools we use, we do not have access to information that would allow us to identify you. The information we are talking about here, in particular, includes: • information about the operating system and web browser you use, • viewed pages, • time spent on the site, • transitions between individual subpages, • the source from which you move to our site, • age range you are in, • your gender, • your approximate location limited to the city, • your interests determined based on network activity.

We do not combine the information indicated above with your personal data contained in our databases. This information is anonymous and does not allow us to identify you. This information is stored on servers of providers of individual tools, and these servers are most often located all over the world.

11: What rights do you have in connection with the processing of your personal data? GDPR grants you the following potential rights related to the processing of your personal data:

- the right to access your data and receive its copy, • the right to rectify (correct) your data, • the right to delete data (if, in your opinion, there are no grounds for us to process your data, you can request that we delete it), • the right to limit data processing (you can request that we limit processing of data to only storing it or performing actions agreed with you if, in your opinion, we have incorrect data or process it unjustifiably), • the right to object to data processing (you have the right to object to processing of data based on a legally justified interest; you should indicate a particular situation that, in your opinion, justifies stopping the processing covered by the objection; we will stop processing your data for these purposes unless we demonstrate that the grounds for processing by us are superior to your rights or that your data is necessary for us to establish, pursue or defend claims), • the right to data portability (you have the right to receive from us in a structured, commonly used machine-readable format personal data that you provided to us based on a contract or your consent; you can commission us to send this data directly to another entity), • the right to withdraw consent to the processing of personal data if you previously expressed such consent, • the right to lodge a complaint with

the supervisory authority (if you find that we process data unlawfully, you can submit a complaint about this to the President of the Personal Data Protection Office or another competent supervisory authority). The rules related to exercising the rights indicated above have been described in detail in

Art. 16–21 GDPR. We encourage you to familiarize yourself with these provisions. On our part, we consider it necessary to clarify to you that the rights indicated above are not absolute and will not apply to you in relation to all activities of processing your personal data. We emphasize that one of the rights indicated above always applies to you- if you believe that we have violated data protection regulations while processing your personal data, you have the possibility to file a complaint with the supervisory authority (President of the Personal Data Protection Office). You can also always contact us with a request to provide you with information about what data we have about you and for what purposes we process it. It is enough that you send a message to office@yourplan.ai. However, we have made every effort to ensure that the information of interest to you is comprehensively presented in this privacy policy. The email address provided above can also be used for any questions related to the processing of your personal data.

12: Do we use cookies and what exactly are they? Our store, like almost all other websites, uses cookies. Cookies are small text information stored on your end device (e.g., computer, tablet, smartphone), which can be read by our IT system (own cookies) or IT systems of third parties (third-party cookies). In cookies, specific information can be stored and retained, to which IT systems can then gain access for specific purposes. Some of the cookies we use are deleted at the end of the internet browser session, i.e., after its closure (so-called session cookies). Other cookies are retained on your end device and allow us to recognize your browser on your next visit to the site (persistent cookies). On our pages, third parties place information in the form of cookies and other similar technologies on your end device (e.g., computer, smartphone) and gain access to them. These are our trusted partners with whom we constantly cooperate to adapt advertisements on our and their sites to your needs and interests, as well as the services we and our trusted partners provide. Such a trusted partner is entities from the Wirtualna Polska capital group. Detailed information on the processing of your data by Wirtualna Polska can be found in the privacy policy of Wirtualna Polska. If you want to learn more about cookies as such, you can familiarize yourself with, for example, this material: https://pl.wikipedia.org/wiki/HTTP_cookie.

13: On what basis do we use cookies? We use cookies based on your consent, except when cookies are necessary for the proper provision of the electronic service to you. In terms of your consent to cookies, we adopt the variant according to which you express such consent through the settings of your internet browser or additional software supporting cookie management. We assume that you agree to all cookies used by us that are not blocked by your browser or additional software you use. Remember that disabling or limiting the handling of cookies may prevent the use of some functions available in our store and cause difficulties in using our store, as well as many other websites that use cookies. For example, if you block cookies of social media plugins, buttons, widgets, and social functions implemented in our store may be unavailable to you.

14: Can you disable cookies? Yes, you can manage cookie settings within your internet browser. You can block all or selected cookies. You can also block cookies of specific websites. At any time, you can also delete previously saved cookies and other site and plugin data. Internet browsers also offer the possibility of using the incognito mode. You can use it if you do not want information about visited pages and downloaded files to be saved in the browsing and downloading history. Cookies created in incognito mode are deleted when you close all windows of this mode. There are also browser plugins available that allow control over cookies, such as Ghostery (<https://www.ghostery.com>). The option to control cookies may also be provided by additional software, in particular, antivirus packages, etc. Moreover, online tools are available that allow controlling certain types of cookies, in particular, collective management of settings in the scope of behavioral advertising (e.g., www.youronlinechoices.com/, www.networkadvertising.org/choices). We also give you the possibility to control cookies directly from our store. We have implemented a special mechanism for managing cookies, which allows you to block cookies you do not wish to have. Remember that disabling or limiting the handling of cookies may prevent the use of some functions available in our store and

cause difficulties in using our store, as well as many other websites that use cookies. For example, if you block cookies of social media plugins, buttons, widgets, and social functions implemented in our store may be unavailable to you.

15: For what purposes do we use our own cookies? Own cookies are used to ensure the proper functioning of individual store mechanisms, such as maintaining the session after logging in to the account, remembering recently viewed products and products added to the cart. Own cookies also retain information about the defined cookie settings made from the cookie management mechanism. Own cookies are also used to handle the mechanism of recovering abandoned carts.

16: What third-party cookies are used? The following third-party cookies function within our store: Google Analytics, Google Tag Manager, Google AdWords, Google AdSense, Facebook Custom Audiences, Facebook, Twitter, LinkedIn, Pinterest (social media tool cookies), Disqus, Hotjar, SoundCloud, YouTube. Details concerning individual third-party cookies have been described below. Google Analytics – details We use the Google Analytics tool provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legally justified interest consisting of creating statistics and analyzing them to optimize our websites. For using Google Analytics, we have implemented a special tracking code in the code of our site. The tracking code uses Google LLC's cookies concerning the Google Analytics service. At any time, you can block the Google Analytics tracking code by installing a browser add-on provided by Google: <https://tools.google.com/dlpage/gaoptout>. Google Analytics automatically collects information about your use of our site. The information collected in this way is most often transferred to Google servers, which can be located around the world, and stored there. Due to the activated IP address anonymization, your IP address is shortened before being sent further. Only in exceptional cases is the full IP address sent to Google servers and shortened there. The anonymized IP address provided by your browser as part of Google Analytics is not combined with other Google data. We emphasize that within Google Analytics, we do not collect any data that would allow us to identify you. Therefore, data collected as part of Google Analytics do not have the nature of personal data for us. The information we have access to as part of Google Analytics includes, in particular: information about the operating system and web browser you use, subpages you view within our store, time spent in our store and on its subpages, transitions between individual subpages, the source from which you move to our store. Moreover, as part of Google Analytics, we use the following Advertising Features: demographic and interest reports, remarketing, advertising reporting features, user-ID. Within Advertising Features, we also do not collect personal data. The information we have access to includes, in particular: the age range you are in, your gender, your approximate location limited to the city, your interests determined based on network activity. Google Analytics and Google Analytics 360 services have obtained the independent security standard ISO 27001 certification. ISO 27001 is one of the most widely recognized standards in the world and certifies compliance with appropriate requirements by systems supporting Google Analytics and Google Analytics 360. If you are interested in details related to the use of data from sites and applications that use Google services, we encourage you to familiarize yourself with this information:

<https://policies.google.com/technologies/partner-sites>. Google Tag Manager – details We use the Google Tag Manager tool provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, which allows managing tags, i.e., small code fragments, thanks to which we are able to control traffic and user behavior, collect information on the effectiveness of advertisements and undertake actions aimed at improving our store. Google Tag Manager does not collect any information that allows identifying you, however, this tool causes the activation of other tags, which in turn may collect data. Google AdWords – details We use remarketing functions available within the Google AdWords system operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legally justified interest consisting of marketing our own products or services. When you visit our website, the Google remarketing cookie file is automatically left on your device, which collects information about your activity in our store. Thanks to

the information collected in this way, we can display advertisements to you within the Google network depending on your behavior in our store. For example, if you display a certain product, information about this fact will be noted by the remarketing cookie file, which will allow us to direct an advertisement concerning this product or any other that we consider appropriate to you. This advertisement will be displayed to you within the Google network while you use the Internet, browsing other websites, etc. We emphasize that, using Google Ads, we do not collect any data that would allow us to identify you. Any combination of data in such a way that they acquire the nature of personal data may be carried out on the part of Google, but we are no longer responsible for these actions, as Google carries out these actions based on the contract concluded with you as a user of Google services. We, using Google AdWords, are only able to define groups of recipients to whom we would like our advertisements to reach. On this basis, Google decides when and how to present our advertisement to you. Further processing of information takes place only when you have consented to Google linking browsing history with your account and using information from your Google account to personalize advertisements displayed on websites. In such a situation, Google will use your data to create and define lists of target groups for remarketing purposes on various devices. To this end, Google temporarily combines the collected information with other data it has to create target groups. If you do not want to receive personalized advertisements, you can manage advertisement settings directly on the Google side: <https://adssettings.google.com/>. If you are interested in details related to the use of data from sites and applications that use Google services, we encourage you to familiarize yourself with this information: <https://policies.google.com/technologies/partner-sites>. Google AdSense – details We display advertisements on our pages within the Google AdSense network operated by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on our legally justified interest consisting of monetizing content published by us. Our site, in connection with displaying advertisements within the AdSense network, contains advertising tags that issue a command to your web browser to request advertising content from Google servers. Along with advertising content, the server also sends a cookie file. Cookies are used to display advertisements based on your previous visits to our site or other websites. AdSense uses cookies also to improve the quality of advertisements. It often applies to targeting advertisements based on topics that interest you, improving reports on campaign effectiveness, and skipping advertisements that you have already seen. We emphasize that, using Google AdSense, we do not collect any data that would allow us to identify you. Any combination of data in such a way that they acquire the nature of personal data may be carried out on the part of Google, but we are no longer responsible for these actions, as Google carries out these actions based on the contract concluded with you as a user of Google services. Further processing of information takes place only when you have consented to Google linking browsing history with your account and using information from your Google account to personalize advertisements displayed on websites. In such a situation, Google will use your data to create and define lists of target groups for remarketing purposes on various devices. To this end, Google temporarily combines the collected information with other data it has to create target groups. If you do not want to receive personalized advertisements, you can manage advertisement settings directly on the Google side: <https://adssettings.google.com/>. If you are interested in details related to the use of data from sites and applications that use Google services, we encourage you to familiarize yourself with this information: <https://policies.google.com/technologies/partner-sites>. Facebook Custom Audiences – details As part of the Facebook Ads advertising system provided by Facebook Inc., 1601 S. California Ave., Palo Alto, CA 94304, USA, we use the Custom Audiences function to target specific user groups with targeted advertising messages. We carry out activities in this area based on our legally justified interest consisting of marketing our own products or services. For targeting personalized advertisements to you according to your behavior in our store, we have implemented the Facebook Pixel on our site, which automatically collects information about your use of our site. The information collected in this way is most often transferred to Facebook servers, which may be located around the world, in particular in the United States of America (USA). Information collected as part of the Facebook Pixel is anonymous, i.e., it does not allow us to identify you. Depending on your activity on our pages, you may fall into a specific audience group, but in no way do

we identify individual people belonging to these groups. However, we inform you that Facebook may combine collected information with other information about you collected as part of your use of the Facebook service and use it for its own purposes, including marketing. Such Facebook actions are no longer dependent on us, and you can find information about them directly in Facebook's privacy policy: <https://www.facebook.com/privacy/explanation>. From your Facebook account level, you can also manage your privacy settings. Here you will find useful information in this regard: <https://www.facebook.com/ads/settings>. Social media tools – details Our website uses plugins, buttons, and other social media tools, collectively referred to as "plugins", provided by social media services such as Facebook, Instagram, LinkedIn, Twitter, Pinterest. Displaying our website containing a plugin of a given social media service, your browser sends information about the visit to the administrator of this social media service. Since the plugin is a part of the social media service embedded in our site, the browser sends a request to download the content of this social media service to our site. Plugins collect certain information about you, such as user ID, visited website, date and time, and other information regarding the internet browser.

Administrators of social media services use part of this information to personalize the viewing conditions of our site. For example, when you visit a page with the "Like" button, the administrator of the social media service needs information about who you are to show you which of your friends also like our page. Information collected by plugins may also be used by administrators of social media services for their own purposes, such as improving their own products, creating user profiles, analyzing and optimizing their own activities, targeting advertisements. We do not have a real influence on how information collected by plugins is then used by administrators of social media services. You can look for details in this regard in the regulations and privacy policies of individual social media services. Plugins of social media services collect and transmit information to administrators of these services even when you browse our site without being logged into your account in the social media service. However, in that case, the browser sends a more limited set of information. If you have logged into one of the social media services, then the administrator of the service will be able to directly assign a visit to our site to your profile in the given social media service. If you do not want social media services to assign data collected during visits to our website directly to your profile in the given service, then you must log out of this service before visiting our site. You can also completely prevent plugins from being loaded on the site by using appropriate extensions for your browser, e.g., script blocking. Moreover, using some plugins may involve publishing certain information within your social media profiles. For example, information about clicks on the "Like" button may be available on your timeline on Facebook. Of course, if you share any content on your social media using plugins embedded on our site, then sharing it will naturally be visible in your profile. As for details related to processing by administrators of social media services information collected by plugins, in particular, the purpose and scope of data collection and their further processing and use by administrators, as well as the possibility of contact and your rights in this regard and the possibility of making settings to protect your privacy, you will find everything in the privacy policies of individual service providers:

Facebook- <https://www.facebook.com/privacy/explanation>, Twitter- <https://twitter.com/en/privacy>, LinkedIn- <https://www.linkedin.com/legal/privacy-policy>, Instagram- <https://www.facebook.com/help/instagram/155833707900388>, Pinterest- <https://policy.pinterest.com/pl/privacy-policy>. Disqus – details Our site uses the Disqus commenting system provided by an external entity, i.e., Disqus, Inc., 717 Market St San Francisco, CA 94103, USA. When you display a page containing comments managed by the Disqus system, Disqus sends one or more cookie files to your device, which identify your web browser. Disqus cookies are responsible for the proper functioning of the commenting system, in particular, they facilitate the login process. Disqus cookies also collect information about how you use our site (e.g., pages you visit, links you click) to analyze your activity and personalize content displayed to you within the Disqus system, including advertisements. If Disqus displays advertisements, it uses technologies supporting this process, such as Google, Polymorph, ServeBid, which may set cookies for the purposes of

advertisement personalization, linking advertisements with subsequent activities, limiting how often certain advertisements are displayed to you. Remember that using the Disqus commenting system, you use it as its own user, based on the terms and privacy policy of Disqus. Disqus is an independent, separate entity from us that provides electronic services to you. You can look for details regarding the rules of using the Disqus system, including privacy protection, in documents provided directly by Disqus: terms of

service: <https://help.disqus.com/en/articles/1717102-terms-of-service#publisher-terms-of-service-agreement>, privacy policy: <https://help.disqus.com/en/articles/1717103-disqus-privacy-policy>. Hotjar –

details We use the Hotjar tool to better understand your needs and optimize our site in terms of your experiences related to using it, which constitutes our legally justified interest. The tool is provided by an external entity, i.e., Hotjar Limited, Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta. Hotjar records every visitor to our site and allows the playback of video recordings of their movement on our site, as well as generating so-called heat maps. As part of the Hotjar tool, we do not have access to information that allows us to identify you, as Hotjar does not record the process of filling out forms. The information we have access to as part of Hotjar includes, in particular: information about the operating system and web browser you use, subpages you view within our service, time spent in our service and on its subpages, transitions between individual subpages within our service, the source from which you move to our service, places where you click the mouse. For using Hotjar, we have implemented a special tracking code in the code of our site. The tracking code uses cookies of Hotjar Limited. Information collected in cookies is stored by Hotjar within an anonymous user profile. Neither Hotjar nor we use this information to identify you. You can object to the creation of your profile by Hotjar, storing information about your use of our site, and using Hotjar cookies here: <https://www.hotjar.com/legal/compliance/opt-out>. If you are interested in details related to data processing within Hotjar, we encourage you to familiarize yourself with Hotjar's privacy policy: <https://www.hotjar.com/legal/policies/privacy>. SoundCloud – details Our pages are embedded with SoundCloud widgets that allow you to play recordings available on the SoundCloud service directly from our pages. The SoundCloud service operator is SoundCloud Limited, Rheinsberger Str. 76/77, 10115 Berlin, Germany. When you visit a page with an embedded SoundCloud widget, SoundCloud receives certain information, including information about the visited site and interactions with the widget. SoundCloud and the widget can recognize you, especially with the use of cookie technology. SoundCloud uses collected information to ensure the proper and safe functioning of the widget, analysis and optimization in terms of services provided by SoundCloud, as well as for personalization and advertising purposes. Remember that playing recordings available on the SoundCloud service, you use services provided electronically by SoundCloud. SoundCloud is an independent, separate entity from us that provides electronic services to you. You can look for details regarding the rules of using SoundCloud, including privacy protection, in documents provided directly by SoundCloud: terms of service: <https://soundcloud.com/terms-of-use>, privacy policy:

<https://soundcloud.com/pages/privacy>, cookie policy: <https://soundcloud.com/pages/cookies>. YouTube – details Our pages are embedded with YouTube widgets that allow you to play recordings available on the YouTube service directly from our pages. The YouTube service is operated by Google LLC. Videos are embedded on the site in privacy-enhanced mode. Based on information provided by YouTube, this means that no cookies are saved on your device nor does Google collect any information about you until you play the recording. When you play the recording, YouTube saves cookies on your device and receives information that you have played the recording from a specific website, even if you do not have a Google account or are not logged in at the moment. If you have logged into your Google account, then the service provider will be able to directly assign the visit to our site to your account. The purpose and scope of data collection and their further processing and use by Google, as well as the possibility of contact and your rights in this regard and the possibility of making settings to protect your privacy have been described in Google's privacy policy. If you do not want Google to assign data collected during video playback directly to your profile, you must log out of your account before playing the video. You can also completely prevent plugins from being loaded on the site by using appropriate extensions for your browser, e.g., script blocking. Information collected in

cookies related to videos embedded on our pages from the YouTube service is used by Google to ensure the proper and safe functioning of the widget, analysis and optimization in terms of services provided by YouTube, as well as for personalization and advertising purposes. Remember that playing recordings available on the YouTube service, you use services provided electronically by Google LLC. Google LLC is an independent, separate entity from us that provides electronic services to you. You can look for details regarding the rules of using YouTube, including privacy protection, in documents provided directly by YouTube: terms of service: <https://www.youtube.com/t/terms>, privacy policy: <https://policies.google.com/privacy>.

17: Do we track your behaviors undertaken within our store? Yes, we use Google Analytics, Google AdWords, Hotjar, and Facebook Custom Audiences tools, which involve collecting information about your activities in our store. These tools have been described in detail in the question devoted to third-party cookies, so we will not repeat this information here.

18: Do we direct targeted ads to you? Yes, we use Facebook Ads and Google Ads, within which we can direct ads to specific target groups defined based on various criteria such as age, gender, interests, profession, work, actions previously taken within our store. These tools have been described in detail in the question devoted to third-party cookies, so we will not repeat this information here.

19: How can you manage your privacy? The answer to this question can be found in many places in this privacy policy when describing individual tools, behavioral advertising, consent to cookies, etc. Nevertheless, for your convenience, we have gathered this information again in one place. Below you will find a list of possibilities to manage your privacy. cookie settings within the internet browser, browser plugins supporting cookie management, e.g., Ghostery, additional software managing cookies, incognito mode in the internet browser, behavioral advertising settings, e.g., youronlinechoices.com, cookie management mechanism from our site level, Google Analytics Opt-out: <https://tools.google.com/dlpage/gaoptout>, Google Ads Settings: <https://adssettings.google.com/>, Facebook Ads Settings: <https://www.facebook.com/ads/settings>, HotJar Opt-out: <https://www.hotjar.com/legal/compliance/opt-out>.

20: What are server logs? Using the store involves sending queries to the server on which the store is stored. Each query directed to the server is recorded in server logs. Logs include, among others, your IP address, server date and time, information about the internet browser and operating system you use. Logs are recorded and stored on the server. Data saved in server logs are not associated with specific people using the site and are not used by us to identify you. Server logs are only auxiliary material used to administer the site, and their content is not disclosed to anyone except those authorized to administer the server.

21: Is there anything else you should know? As you can see, the topic of processing personal data, using cookies, and managing broadly understood privacy is quite complicated. We have made every effort to ensure that this document provides you with as much extensive knowledge as possible in important matters for you. If anything is unclear to you, you want to learn more, or just talk about your privacy, write to us at office@yourplani.ai.

22: Can this privacy policy be subject to changes? Yes, we may modify this privacy policy, in particular, due to technological changes on the part of our store and changes in legal regulations. If you are a registered user of the store, you will receive a message about every change to the privacy policy.