

PRIVACY POLICY AB Online

1. The Distributor is the administrator of the Dealers' (if applicable) and Users' and Controllers' personal data, provided in the process of registration in the System and in connection with the use of the System (in particular identification data, contact data, data concerning the conducted business activity).
2. The Dealer's personal data is processed by the Distributor:
 - a) in order to establish and pursue commercial cooperation, including to register the Dealer in the System, to provide services related to the System, e-sales, delivery, trade credit, conclusion and performance of sales contracts (legal basis - data processing is required to perform contracts with Dealers),
 - b) in order to protect the rights of the Distributor, including in particular documenting the cooperation with the Dealer after its termination and also in order to pursue possible claims resulting from the cooperation or to defend against claims of the Dealer (legal basis - Distributor's legitimate interest),
 - c) in connection with the keeping of accounting records in accordance with applicable laws and in order to fulfil other obligations of the Distributor under the law (legal basis - performance of a legal obligation incumbent upon the Distributor),
 - d) for the purpose of direct marketing of products and services offered by the Distributor or other entities belonging to the Distributor's capital group (including in electronic form if the Distributor holds the appropriate consent of the Dealer) and for the optimum adjustment of marketing content directed to the Dealer (legal basis - the Distributor's legitimate interest),
 - e) for analytical purposes, including in particular research into the coverage of content and events offered by the Distributor and research into the level of satisfaction and opinion regarding cooperation with the Distributor (legal basis - Distributor's legitimate interest),
 - f) in order to develop Dealer knowledge and business relations with the Dealer (legal basis - Distributor's legitimate interest).
3. Personal data of the Users and Controllers will be processed by the Distributor:
 - a) in order to conclude and perform contracts to which the Dealer is a party (legal basis - Distributor's legitimate interest);
 - b) in order to establish, conduct and document trade cooperation with the Dealer, including the provision of services related to the System, Internet sales, delivery, trade credit, as well as in order to protect the rights of the Distributor, including the pursuance of potential claims arising from the cooperation or defence against claims of the Dealer (legal basis - Distributor's legitimate interest),
 - c) in connection with the keeping of accounting records in accordance with applicable laws and in order to fulfil other obligations of the Distributor under the law (legal basis - performance of a legal obligation incumbent upon the Distributor),
 - d) for the purpose of direct marketing of products and services offered by the Distributor or other entities belonging to the Distributor's capital group (including in electronic form if the Distributor holds the appropriate consent of the User/Controller) and for the optimum adjustment of marketing content directed to the User/Controller (legal basis - the Distributor's legitimate interest),
 - e) for analytical purposes, including in particular research into the coverage of content and events offered by the Distributor and research into the level of satisfaction and opinion regarding

- cooperation with the Distributor (legal basis - Distributor's legitimate interest),
- f) in order to develop knowledge of the Dealer and persons acting on their behalf and business relations with the Dealer (legal basis - Distributor's legitimate interest).
4. Recipients of personal data may include entities cooperating with the Distributor with respect to contracts with the Dealer, including in particular the conclusion and performance of contracts for the sale of goods, provision of services related to the System, Internet sales, delivery, trade credit (carriers, forwarders, insurers, factors, manufacturers and suppliers of Products and Distributor's subsidiaries), IT service providers, as well as entities providing the Distributor with accounting, consulting, marketing services. Personal data may be transferred outside the EEA by the Controller. Such transfer may only take place to a country covered by a decision of the European Commission on the adequate protection of personal data and, in the case of other countries, solely to an entity that provides adequate safeguards for such data, in particular in the form of standard contractual clauses or on the basis of Article 49.1.b of the GDPR if the transfer is necessary for the conclusion or performance of a contract with the Dealer, including providing the Dealer with preferential purchase conditions, guaranteed by the manufacturer.
 5. Providing the personal data indicated by the Distributor is necessary to start and conduct business cooperation, including the use of the Distributor's services. Providing such data may also be necessary to send the form available in the System, which the User/Controller wishes to use. The provision of other personal data, not indicated as mandatory data, is entirely voluntary.
 6. Dealer's personal data will be provided by the Dealer or its designated Controllers. The data may also be derived from other sources, including in particular publicly available registers and records. Users' and Controllers' personal data will be provided by the Dealer or its designated Controllers. The data may also come directly from the User or the Controller concerned.
 7. Subject to the regulations on personal data protection, data subjects are entitled to access their processed data, have it corrected, processing restricted, data portability, to request to have it deleted as well as the right to file a complaint with the President of the Personal Data Protection Authority. If processing relies on the Distributor's legitimate interests, data subjects shall also be entitled to object to have their data processed as specified in the regulations on personal data protection. In addition, a person who has given his or her consent for the Distributor to send commercial information by electronic means or to use telecommunications terminal devices by the Distributor for direct marketing purposes may withdraw that consent at any time which does not affect the legality of actions taken by the Distributor before such withdrawal of the consent.
 8. The above right vis-a-vis the Distributor may be exercised by data subjects by sending their requests to: rodo@ab.pl.
 9. Personal data of the Dealer, Users and Administrators shall be processed throughout the period of cooperation between the Dealer and the Distributor, and also after its termination - for the time necessary to achieve the purposes of their processing or fulfilment by the Distributor of the obligations imposed by law, and if the statute of limitations for claims arising from those purposes is longer - up to the expiration of the limitation period.