PRIVACY AND COOKIE POLICY

1. Data Controller

The controller of your personal data is **KRK MEDIA Mateusz Wykurz**, ul. Mogilska 1/011, 31-516 Kraków, Poland, NIP (tax ID): 625-229-31-57, REGON: 240966685 (hereinafter: the “Controller” or “KRK Studio”).

You can contact us on personal data matters:

- by e-mail: kontakt@krkstudio.pl
- by phone: +48 664 760 465
- by post, at the registered office address given above.

We have not appointed a Data Protection Officer, because we are not required to do so.

2. What this policy covers

This policy describes how we process the personal data of people who:

- visit the krkstudio.pl website,
- contact us (e-mail, phone, WhatsApp, Messenger, Instagram),
- are our clients or their employees, or take part in the photographs and films we produce (e.g. actors, models).

We process data in accordance with the GDPR, i.e. Regulation (EU) 2016/679 of the European Parliament and of the Council, and Polish regulations on personal data protection and the provision of services by electronic means.

3. What data we process, for what purpose and on what legal basis

We process only the data that is necessary for a given purpose.

Purpose	Data	Legal basis (GDPR)
Responding to an enquiry and contact before a contract is concluded	first and last name, e-mail, phone, profile name in the messenger, content of the message, company name	Art. 6(1)(b) (steps taken before entering into a contract) and (f) (our legitimate interest: replying to messages)
Performing an order (photos, films, production)	contact details of the client and its employees, invoicing data	Art. 6(1)(b) (performance of a contract) and (f) (contact with persons designated by the client)
Recording and using the image of people appearing in photos and films	image, first and last name, contact details	Art. 6(1)(b) (contract with the actor or model) or (a) (consent), under the rules of the Act on Copyright and Related Rights
Accounting, invoices and tax obligations	data from invoices and accounting documents	Art. 6(1)(c) (legal obligation)
Establishing, pursuing or defending claims	data needed to demonstrate the facts and course of the cooperation	Art. 6(1)(f) (legitimate interest)
Website visit statistics	data about the device and activity on the website (cookies)	Art. 6(1)(a) (consent)
Marketing: personalised ads on Google and Meta services	data about the device and activity on the website (cookies, pixels)	Art. 6(1)(a) (consent)

We use the image of people from our projects (e.g. in the portfolio on the website and on social media) to the extent set out in the agreement with the client or with the person concerned.

4. Messengers and social media

When you write to us via **WhatsApp**, **Messenger** or **Instagram**, we process your data (profile name, phone number, content of the message) in order to reply and to continue the conversation. Basis: Art. 6(1)(b) or (f) GDPR.

These services belong to Meta Platforms Ireland Ltd. (Messenger, Instagram) and WhatsApp Ireland Ltd. With regard to the operation of their own services, they are separate data controllers and process data according to their own rules:

- Meta Privacy Policy
- WhatsApp Privacy Policy

We encourage you to read them before contacting us via messengers.

5. Cookies and similar technologies

Cookies are small files saved in your browser. We activate statistical and marketing cookies **only after you give your consent** in the banner on the website.

We also embed external content on the website: **YouTube** and **Vimeo** videos and **Google Maps**. Once they are displayed, the providers of these services may store their own cookies and process data about your device, in accordance with their privacy policies.

How to change or withdraw your consent: click the cookie settings icon in the bottom-left corner of the page and change your choice. Withdrawing consent does not affect the lawfulness of processing carried out before its withdrawal. You can also delete or block cookies in your browser settings.

Category	What it is used for	Tools and example cookies	Consent required
Necessary	functioning of the website and remembering your choices in the banner	cookieconsent_status, cookieconsent_status_tech, cookieconsent_status_analytics, cookieconsent_status_marketing	no
Statistical	anonymous visit statistics, used to improve the website	Google Analytics 4 (_ga, _ga_*)	yes
Marketing	personalised KRK Studio ads on Google and Meta (Facebook, Instagram) services, and measuring their effectiveness	Google Ads (_gcl_*), Meta Pixel (_fbp, _fbc)	yes

6. Who we share data with

Data may be received only by entities that help us run our business:

- **LH.pl sp. z o.o.**: hosting of the website and e-mail,
- **Zoho Corporation B.V.**: team e-mail (Zoho Mail),
- **accounting office**: accounting and tax services,
- **collaborators on projects** (e.g. camera operators, photographers, editors): to the extent necessary to perform the order,
- **Google Ireland Ltd.**: Google Analytics, Google Ads, YouTube, Google Maps,
- **Meta Platforms Ireland Ltd.**: Meta Pixel, Messenger, Instagram, and **WhatsApp Ireland Ltd.**,
- **Vimeo.com, Inc.**: embedded videos,
- public authorities, if required by law.

Transfers outside the European Economic Area: Google, Meta and Vimeo may also process data in the USA. This takes place on the basis of a European Commission adequacy decision (EU-US Data Privacy Framework) or standard contractual clauses approved by the European Commission.

7. How long we keep data

Data	Retention period
Correspondence and enquiries that did not result in a contract	up to 2 years from the last contact
Data related to a contract and the performance of an order	for the duration of the contract and then until the limitation period for claims expires (as a rule 6 years, for business activity 3 years)
Accounting documents and invoices	5 years from the end of the year in which the tax payment deadline expired
Image in project materials	for the period specified in the agreement or until consent is withdrawn
Data from statistical and marketing cookies	until consent is withdrawn, but no longer than the validity period of the given file (usually up to 2 years)

8. Your rights

You have the right to:

- access your data and receive a copy of it,
- rectification of data,
- erasure of data,
- restriction of processing,
- data portability,
- object to processing based on our legitimate interest,
- withdraw your consent at any time (without affecting the processing carried out before its withdrawal).

To exercise these rights, write to kontakt@krkstudio.pl. We will reply within one month.

You also have the right to lodge a complaint with the President of the Personal Data Protection Office (Prezes Urzędu Ochrony Danych Osobowych), ul. Stawki 2, 00-193 Warsaw, Poland, uodo.gov.pl.

Voluntariness: providing data is voluntary, but without contact details we will not be able to reply to your message, and without the data needed for a contract we will not be able to perform the order.

Profiling: we do not make decisions based solely on automated processing that would produce legal effects concerning you. Ads are personalised by Google and Meta only after you consent to marketing cookies.

9. Changes to the policy

We update the policy when the law or the tools used on the website change. The current version is always available at krkstudio.pl.

This policy has been in effect since 12 October 2026.