

PRIVACY POLICY

Website: tradeshow.itsalive.pl

Last Updated: June 2026

1. Introduction

This Privacy Policy explains how personal data is collected, processed, stored, protected, and otherwise handled when you visit and interact with the website tradeshow.itsalive.pl (“Website”).

We are committed to protecting your privacy and processing personal data in accordance with applicable data protection laws, including the General Data Protection Regulation (EU) 2016/679 (“GDPR”) and applicable Polish data protection legislation.

By using this Website, submitting an inquiry, or interacting with our services, you acknowledge that your personal data may be processed as described in this Privacy Policy.

2. Data Controller

The controller responsible for the processing of personal data is:

ALIVE Mariusz Kubczak

PL7891623538

ul. Noblistów 8C/4

62-090 Rokietnica

Poland

Email: say@itsalive.pl

For all questions regarding personal data processing, privacy rights, or this Privacy Policy, you may contact us using the email address above.

3. Scope of This Policy

This Privacy Policy applies to:

- Visitors of the Website
- Individuals contacting us through contact forms
- Individuals communicating with us via email
- Prospective clients requesting information about our services

- Visitors interacting with cookies, analytics tools, and advertising technologies used on the Website

This Privacy Policy does not apply to third-party websites linked from our Website.

4. Personal Data We Collect

Depending on your interaction with the Website, we may collect the following categories of information.

4.1 Information You Provide Voluntarily

When submitting an inquiry through our contact form, we may collect:

- Name
- Email address
- Message content
- Any additional information voluntarily included in your communication

4.2 Technical Information

When you visit the Website, certain information may be collected automatically, including:

- IP address
- Browser type and version
- Device type
- Operating system
- Screen resolution
- Language preferences
- Referring website
- Pages visited
- Time spent on pages
- Date and time of access
- Interaction data

4.3 Cookie and Tracking Data

Subject to your consent where required, we may collect:

- Cookie identifiers
- Analytics identifiers
- Advertising identifiers
- Session information
- Behavioral interaction data

5. Sources of Personal Data

Personal data may be obtained:

Directly From You

When you:

- Submit a contact form
- Contact us by email
- Communicate regarding potential cooperation

Automatically

When you:

- Browse the Website
- Interact with analytics tools
- Interact with advertising technologies
- Accept cookies

From Third-Party Services

We may receive aggregated marketing and analytics information from:

- Google Analytics
- Google Ads
- LinkedIn Insight Tag

6. Purposes of Processing

We process personal data for the following purposes.

Responding to Inquiries

To review, evaluate and respond to inquiries submitted through the Website.

Business Communication

To communicate regarding requested services, projects, quotations, and potential cooperation.

Website Operation

To maintain and secure the Website and ensure its proper functionality.

Performance Measurement

To understand how visitors use the Website and improve user experience.

Marketing Effectiveness

To evaluate the effectiveness of advertising campaigns and understand audience engagement.

Security

To detect, investigate and prevent unauthorized access, fraud, abuse, and other security-related incidents.

Legal Compliance

To comply with legal obligations and regulatory requirements.

7. Legal Bases for Processing

We process personal data under one or more of the following legal bases under Article 6 GDPR.

Consent

Article 6(1)(a) GDPR

Used when processing relies on your explicit consent, including certain cookies and advertising technologies.

Pre-Contractual Measures

Article 6(1)(b) GDPR

Used when responding to inquiries regarding our services and potential business cooperation.

Legal Obligations

Article 6(1)(c) GDPR

Used where processing is required to comply with applicable laws.

Legitimate Interests

Article 6(1)(f) GDPR

Used where necessary for:

- Operating our business
 - Website security
 - Maintaining communications
 - Improving services
 - Measuring marketing effectiveness
 - Protecting legal rights
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8. Contact Forms and Inquiries

When you submit an inquiry through our Website:

- Your information is used solely to review and respond to your request.
 - Your information is not sold.
 - Your information is not disclosed for unrelated marketing purposes.
 - We do not use inquiry information to send newsletters or promotional email campaigns unless separately requested.
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9. Lead Management

Inquiry records may be stored within internal business systems and lead management databases.

The purpose of such storage is:

- Maintaining communication history
- Ensuring continuity of correspondence
- Providing accurate responses
- Documenting business interactions

Lead information is accessible only to authorized persons involved in handling inquiries.

10. Hosting Infrastructure

The Website may be hosted on infrastructure provided by:

Hetzner Online GmbH

Hosting providers may process technical information necessary to:

- Operate servers
- Maintain system security
- Monitor infrastructure performance
- Generate technical logs

Where possible, infrastructure is located within the European Economic Area (EEA).

11. Email Delivery Services

Email communications may be delivered through:

Resend

Resend acts as a service provider processing information on our behalf for email delivery purposes.

Information processed may include:

- Sender address
 - Recipient address
 - Email content
 - Delivery information
 - Technical metadata
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12. Google Analytics 4

We use Google Analytics 4 to understand how visitors interact with the Website.

Google Analytics may collect information regarding:

- Website usage
- Navigation behavior
- Device characteristics
- Traffic sources
- User engagement
- Geographic approximations

Google Analytics data is used to:

- Improve website performance
- Improve content quality
- Understand audience behavior
- Evaluate marketing activities

Analytics processing occurs only after appropriate consent where required by law.

13. Google Ads

We use Google Ads technologies, including:

Conversion Tracking

Used to measure whether advertising campaigns generate inquiries or other business outcomes.

Remarketing

Used to display relevant advertisements to visitors who previously interacted with the Website.

Remarketing may involve:

- Advertising identifiers
- Browser information
- Cookie identifiers
- Behavioral interactions

Advertising technologies are activated only after consent where required.

14. LinkedIn Insight Tag

We may use LinkedIn Insight Tag to:

- Measure campaign effectiveness
- Understand professional audiences
- Analyze conversions
- Improve advertising relevance

LinkedIn may process information according to its own privacy policies and legal obligations.

15. Cookie Consent

We use Cookiebot or an equivalent consent management platform.

Visitors can:

- Accept cookies
- Reject cookies
- Customize cookie categories
- Withdraw consent at any time

Changes to cookie preferences take effect prospectively.

16. Data Retention

Personal data is retained only as long as necessary.

Inquiry Data

May be retained for up to 24 months after the last meaningful communication.

Analytics Data

Retention periods are managed according to platform settings and business requirements.

Security Logs

May be retained as necessary for operational and security purposes.

Longer retention may occur where required by law or necessary to establish, exercise, or defend legal claims.

17. International Transfers

Some service providers may process information outside the EEA.

Where transfers occur, appropriate safeguards may include:

- Standard Contractual Clauses
- Adequacy decisions
- Additional technical safeguards

18. Security Measures

We implement technical and organizational measures designed to protect personal data, including:

- Access controls
- Authentication mechanisms
- Encryption where appropriate
- Secure infrastructure
- Monitoring and logging
- Backup procedures
- Administrative safeguards

No internet-based system can guarantee absolute security, but reasonable measures are implemented to reduce risks.

19. Your Rights

Under GDPR, you may have the right to:

Access

Request access to your personal data.

Rectification

Request correction of inaccurate information.

Erasure

Request deletion of personal data under applicable conditions.

Restriction

Request limitation of processing activities.

Portability

Request transfer of data where applicable.

Objection

Object to processing based on legitimate interests.

Withdraw Consent

Withdraw consent at any time.

Lodge a Complaint

Submit a complaint to the relevant supervisory authority.

20. Exercising Your Rights

Requests regarding personal data may be submitted to:

say@itsalive.pl

We may request verification of identity before responding to certain requests.

21. Children's Privacy

This Website is intended for business audiences and is not directed toward children under the age of 16.

We do not knowingly collect personal data from children.

22. Third-Party Websites

The Website may contain links to third-party websites.

We are not responsible for the privacy practices, content, or security of external websites.

Users should review the privacy policies of those websites independently.

23. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time.

Updated versions will be published on this page together with a revised update date.

Continued use of the Website following publication of updates constitutes acknowledgement of the revised policy.

24. Contact Information

For questions regarding privacy or personal data processing, please contact:

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