

Privacy Policy of Plant Portal

1. Data Controller

The controller of personal data collected through the service is John Weeder, Polna 7 Str., 00-234 Warsaw, Poland, NIP: 111-111-11-11, e-mail: j.weeder@example.com. For matters related to personal data protection, users may contact the controller via the e-mail address provided above.

2. Type and Purpose of Data Processing

Data is processed to provide services related to botanical interests:

- a) Virtual Garden and Plant Portfolio – publication of specimen photos, cultivation descriptions, and plant history (Art. 6(1)(b) GDPR).
- b) Social Interactions – participation in expert forums, the comment system under plant photos, and exchange of experiences (Art. 6(1)(b) GDPR).
- c) Exchange and Messaging System – handling private communication between growers (e.g., for exchanging cuttings/seeds) (Art. 6(1)(b) GDPR).
- d) Security and Moderation – preventing illegal trade in protected species, combating spam, and moderating content (Art. 6(1)(f) GDPR).
- e) Analytics and Advertising – displaying advertisements for gardening products (fertilizers, accessories) based on consent (Art. 6(1)(a) GDPR) or legitimate interest (Art. 6(1)(f) GDPR).

3. Data Recipients

Data may be transferred to:

- a) Hosting and IT tool providers.
- b) Partners providing analytical services (statistics on species popularity).
- c) Other users – within the scope of the publicly shared grower profile and plant photos.

4. Data Retention Period

- a) Registered Accounts: For the duration of the account ownership (contract duration) and for 6 years after its deletion (statute of limitations for claims).
- b) System Logs: In accordance with server configuration (e.g., 90 days to ensure stability and security).
- c) Cookie Data: For the period specified in the parameters of individual files or until they are cleared by the user.

5. Specifics of Content (Plant Photos)

Users publishing plant photos should ensure they do not contain accidental personal data of third parties (e.g., images of people in the background).

It is recommended to remove geolocation data (EXIF) from photos if the user does not wish to disclose the exact cultivation site of rare specimens.

6. User Rights

Users have the right to: access, rectify, erase ("the right to be forgotten"), restrict processing, data portability, object to processing, and withdraw consent at any time. Complaints may be filed with the President of the Personal Data Protection Office (UODO).

7. Security

The Controller utilizes SSL certificates, data encryption, and regular backups of the plant database and user profiles.

8. Digital Services Act (DSA)

The service provides a contact point for reporting illegal content (e.g., photos violating photographers' copyrights or promoting the sale of species covered by the CITES convention). Every report is reviewed manually by the Administrator, with the possibility of appeal.