

1. General Information

1. This policy applies to the website operating at the URL: course.cheetahmktg.com.
2. The operator of the website and the controller of personal data is: Mariia Tokinova Consulting, ul. Dluga 82, 31-146, Kraków, Poland, Tax ID: 5252953883.
3. The operator's contact email address is: marlia@cheetahmktg.com.
4. The operator is the controller of your personal data with regard to data voluntarily provided on the website.
5. The website uses personal data for the following purposes:
 - Operating a newsletter
 - Operating a classified advertisements system
 - Handling inquiries via forms
 - Presenting offers or information
6. The website collects information about users and their behavior in the following ways:
 - Through data voluntarily entered into forms, which are then stored in the operator's systems.
 - Through storing cookies on users' end devices.

2. Selected Data Protection Methods Used by the Operator

1. Areas for logging in and entering personal data are protected at the transmission layer using an SSL certificate. Personal data and login credentials entered on the website are encrypted on the user's device and can only be read on the target server.
2. Two-factor authentication is used on the website as an additional layer of login protection.
3. An important element of data protection is the regular updating of all software used by the operator to process personal data, including software components.

3. Hosting

1. The website is hosted and technically maintained on the servers of the hosting provider: Squarespace.
2. In order to ensure technical reliability, the hosting company maintains server-level logs. The following data may be recorded:
 - Requested resources identified by URL
 - Time the request was received
 - Time the response was sent
 - Client workstation name identified via the HTTP protocol
 - Information about errors during HTTP transactions
 - Referrer URL of the previously visited page
 - Information about the user's browser
 - Information about the IP address
 - Diagnostic information related to self-service ordering via forms

- Information related to email correspondence sent to and from the operator

4. Your Rights and Additional Information on Data Usage

1. In certain situations, the administrator may transfer your personal data to other recipients if necessary to perform a contract or fulfill legal obligations. This applies to:
 - Hosting providers acting as data processors
 - Payment operators
2. Personal data is processed no longer than necessary under applicable regulations. Marketing data is processed for no longer than 3 years.
3. You have the right to request from the administrator:
 - Access to your personal data
 - Rectification
 - Erasure
 - Restriction of processing
 - Data portability
4. You have the right to object to processing carried out for the legitimate interests of the administrator, including profiling, unless there are overriding legal grounds, in particular for establishing, pursuing, or defending legal claims.
5. You have the right to lodge a complaint with the President of the Personal Data Protection Office, ul. Stawki 2, 00-193 Warsaw, Poland.
6. Providing personal data is voluntary but necessary for using the website.
7. Automated decision-making, including profiling, may be used for service delivery and direct marketing purposes.
8. Personal data is transferred to third countries, meaning outside the European Union.

5. Information in Forms

1. The website collects information voluntarily provided by the user, including personal data if provided.
2. The website may record connection parameters such as timestamp and IP address.
3. In some cases, the website may record information enabling linkage of form data with the user's email address.
4. Data provided in forms is processed according to the purpose of the specific form, such as service handling, commercial contact, or service registration. Each form clearly states its purpose.

6. Administrator Logs

1. Information about user behavior on the website may be logged and is used for website administration purposes.

7. Key Marketing Techniques

1. The operator uses statistical analysis of website traffic via Google Analytics (Google Inc., USA). Only anonymized data is processed. Cookies are used on the user's device. Preferences can be managed at: <https://www.google.com/ads/preferences/>.
2. The operator uses the Facebook Pixel, which allows Facebook (Facebook Inc., USA) to recognize visits by registered users. Facebook acts as an independent data controller. Cookies are used on the user's device.
3. The operator uses remarketing techniques to match advertising messages to user behavior. No personal data is transferred from the operator to advertising platforms. Cookies must be enabled.
4. The operator uses tools such as heat maps and session recordings. Data is anonymized before transfer, and passwords or personal data are not recorded.
5. The operator uses automation tools that may send emails after visiting specific pages, provided the user has consented to receive marketing communications.

8. Information About Cookies

1. The website uses cookies.
2. Cookies are text files stored on the user's device and used to operate the website. They usually contain the website name, storage duration, and a unique identifier.
3. The website operator places cookies on the user's device and accesses them.
4. Cookies are used for:
 - o Maintaining user sessions after login
 - o Implementing the marketing purposes described above
5. The website uses session cookies and persistent cookies. Session cookies are deleted after logout or closing the browser. Persistent cookies remain until deleted or expired.
6. Browsers usually allow cookies by default. Users may delete or block cookies in browser settings.
7. Limiting cookies may affect website functionality.
8. Cookies may also be used by partners cooperating with the operator, including Google, Facebook, and Twitter.

9. Managing Cookies

1. Users who do not wish to receive cookies may change their browser settings. Disabling cookies required for authentication, security, and user preferences may limit or prevent access to website functionality.
2. Cookie settings can be managed in the user's browser according to the browser's help documentation.