

The General Data Protection Regulation (GDPR) is EU law that came into effect on May 25, 2018. It aims to protect the personal data of individuals and to standardise data protection regulations throughout the European Union.

The GDPR guarantees a number of rights to individuals, including:

- the right to information: the individual has the right to be informed about whether their data is being processed and to receive detailed information on this subject;
- the right of access to data: the individual has the right to obtain a copy of their personal data and to check how it is being processed;
- the right to rectify data: the individual has the right to rectify their personal data if it is incorrect or incomplete;
- the right to erasure of data (also known as the "right to be forgotten"): the individual has the right to have their personal data erased if it is no longer needed for the purposes for which it was collected or processed, or if the individual withdraws their consent for processing;
- the right to restrict processing: the individual has the right to restrict the processing of their personal data;
- the right to data portability: the individual has the right to receive their personal data in a format that allows it to be transferred to another controller;
- the right to object: the individual has the right to object to the processing of their personal data;
- the right to withdraw consent: the individual has the right to withdraw their consent to the processing of their personal data at any time;
- the right to file a complaint with a supervisory authority: the individual has the right to file a complaint regarding the processing of their data or a breach of the GDPR with the relevant supervisory authority, such as the President of the Office for Personal Data Protection in Poland.

Detailed information on how Profitroom fulfils its GDPR obligations can be found in our Privacy Policy.