

Privacy Policy

1. This Privacy Policy sets out the rules for processing and protecting personal data provided by users in connection with their use of the services offered by The Bridge Suites website (hereinafter: the "Service").
2. The administrator of personal data contained in the Service is PI Apartments Sp. z o.o., registered in the register of entrepreneurs under NIP number: 6793178120 (hereinafter: the "Administrator" or "ADO").
3. In order to ensure the security of the entrusted personal data, ADO operates based on internal procedures and recommendations, in compliance with relevant legal acts on personal data protection, in particular Regulation (EU) 2016/679 of the European Parliament and of the Council of April 27, 2016, on the protection of natural persons regarding the processing of personal data and the free movement of such data, repealing Directive 95/46/EC (General Data Protection Regulation – GDPR).
4. ADO exercises particular care to protect the interests of data subjects, ensuring that personal data is:
 - Processed lawfully,
 - Collected for specified, lawful purposes and not further processed in a manner incompatible with those purposes,
 - Factually correct and adequate in relation to the purposes for which it is processed,
 - Stored in a form allowing for the identification of data subjects for no longer than necessary to achieve the purpose of processing.
5. ADO collects information about users and their behavior through voluntarily provided data in forms for the following purposes:
 - Responding to user inquiries submitted via the contact form, based on Article 6(1)(f) of the GDPR,
 - Processing reservations using the online booking system, based on Article 6(1)(b) of the GDPR,
 - Providing services by ADO to Service users, based on Article 6(1)(b) of the GDPR,
 - Marketing, including sending commercial information via email, provided the user has consented by selecting the appropriate option during the booking process, based on Article 6(1)(a) of the GDPR. The consent for data processing for marketing purposes and receiving commercial information may be withdrawn at any time by clicking the appropriate link in the received message or by sending a request to ADO's email address,
 - Pursuing ADO's legitimate interests in specific cases, based on Article 6(1)(f) of the GDPR, e.g., debt collection.

6. Upon the first visit to The Bridge Suites website, the user is informed about the use of cookies. By continuing to browse, the user accepts the use of cookies. Failure to change browser settings implies consent to cookie usage.
7. Changes to cookie settings will take effect after restarting or refreshing the session on ADO's website.
8. The installation of cookies necessary for the core functionality of the Service is essential for its proper operation, particularly for authentication purposes.
9. Essential cookies required for the website's functionality can be disabled by adjusting browser settings; however, this may cause the website to malfunction.
10. More information about cookies is available in the "Help" section of the user's web browser menu.
11. Users who, after reviewing the information provided on the Service, do not want cookies stored in their browser should delete them after visiting the Service. The Service uses the following types of cookies:
 - Session cookies – remain in the browser until it is closed or the user logs out of the Service,
 - Persistent cookies – remain in the browser until manually deleted by the user or until a predefined expiration date specified in the cookie parameters.
12. Based on their functionality, cookies can be categorized as:
 - Analytical cookies – help improve the website experience by understanding user behavior and conversion,
 - Marketing cookies – used for personalized advertising, targeting, and analyzing the effectiveness of marketing and sales channels,
 - Essential cookies – fundamental for the basic functionality of the Service.
13. The cookies we use help us improve our website.
14. Some cookies may be placed by the provider of the Online Booking System solely for the following purposes:
 - Enhancing and supporting the booking process,
 - Analyzing and collecting statistical data on website and booking system usage for improvement purposes.
15. The Online Booking System provider informs users about installed cookies through the user interface of that system.
16. ADO may use automated decision-making, including profiling, for marketing purposes (such as automated advertising personalization and performance measurement) and for adjusting offers, based on Article 6(1)(a) of the GDPR.

17. Recipients of personal data may include authorities, institutions, and entities authorized under the law, as well as service providers working for ADO (e.g., legal, IT, marketing, accounting services, and other entities involved in fulfilling the requested service). Personal data will not be transferred to third countries or governmental bodies.
18. We use the following analytical tools:
- Google Analytics – To learn how Google processes your personal data, visit: <https://policies.google.com/technologies/partner-sites?hl=en>
19. We use the following marketing tools:
- Facebook Pixel
20. Users who have provided their personal data to ADO have the right to access, modify, request deletion, restrict or stop the processing of their data at any time. Users can also request the removal of their personal data from the Service. The right to data portability does not apply, as no standardized data exchange framework exists among hospitality entities. Personal data will be stored for three years.
21. To exercise the rights mentioned above, the user must contact ADO using the same email address or phone number previously provided to the Service, via email at: **pi@piapartments.pl**.
22. The user has the right to withdraw consent at any time without affecting the lawfulness of processing based on consent before its withdrawal, either by direct contact with ADO or by adjusting cookie settings.
23. Any Service user may file a complaint with the **Personal Data Protection Office**: <https://uodo.gov.pl/p/kontakt>.
24. Providing personal data is a condition for entering into an agreement, executing it, or delivering services to the user. Failure to provide data will prevent the Service and ADO from delivering contract-related services.
25. The Service may contain links to external websites that operate independently of the Service and are not monitored by ADO. These websites may have their own privacy policies and regulations, which users are encouraged to review carefully.
26. ADO reserves the right to modify this Privacy Policy due to technological developments, legal changes regarding data protection, or Service enhancements. Any changes will be communicated to users in a clear and visible manner.