

## Privacy Policy (AM Holding Group)

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### 1. Who we are and how to contact us

AM Holding Group ("AMHG", "we", "us")

Place of business: Katowice, Poland (EU)

Email: [go@amhg.eu](mailto:go@amhg.eu) · Phone: +48 516 730 400

We have not appointed a Data Protection Officer. For any privacy question or to exercise your rights, email [go@amhg.eu](mailto:go@amhg.eu).

### 2. What this notice covers

This policy explains how we process personal data when you:

- browse our website,
  - contact us (forms, email, phone, messengers),
  - receive quotes, sign a contract or use our infrastructure services (e.g., hosting, KVM-based VDS, support),
  - follow our social pages linked from the site.
- A separate Cookies Policy describes cookies/trackers. A Data Processing Addendum (DPA) applies when we act as a processor for clients.

### 3. What data we collect and why (plain summary)

| Purpose  | Typical data   | Legal basis (GDPR Art. 6)  | Retention  |
|--|--|--|--|
| Replying to enquiries & meetings                     | name, company, role, email, phone, message, meeting notes  | Legitimate interests – responding to requests 6(1)(f) or steps before a contract 6(1)(b) | up to 12 months after ticket closure (unless a contract follows) |
| Preparing offers and providing services              | business contacts, contract details, configuration data needed to deliver the service (e.g., domain, IPs), support tickets | Contract 6(1)(b)   | contract term + 6 years (claims/accounting)                      |
| Invoicing & taxes                                    | billing data on invoices   | Legal obligation 6(1)(c)   | per law (usually 5–10 years)                                     |
| Website security & logs                              | IP, user-agent, timestamps, request metadata, error logs   | Legitimate interests – security/abuse prevention 6(1)(f)                                 | up to 12 months  |
| Optional analytics/marketing (if you accept cookies) | online identifiers, device info, usage data  | Consent 6(1)(a)  | see Cookies Policy or until withdrawn                            |
| Anti-spam/anti-bot (if enabled)                      | IP and behavioural signals   | Consent 6(1)(a)  | up to 12 months  |
| Embedded media/maps (if you accept)                  | IP and cookies set by the provider   | Consent 6(1)(a)  | per provider policy  |

We do not use automated decision-making that produces legal or similarly significant effects (Art. 22 GDPR).

#### 4. **Where data comes from**

Directly from you (forms, calls, emails, messengers); with consent — from cookies/analytics; in B2B work — from public company sources or referrals.

#### 5. **Sharing and processors**

We do not sell personal data. We share it only with:

- service providers (secure hosting, email, analytics, security, CRM, payments/accounting),
- professional advisers (legal/accounting) where required by law.

For client projects we may receive limited third-party data (e.g., contact details of project staff) strictly to perform the contract.

#### 6. **International transfers**

If data is transferred outside the EEA, we use Standard Contractual Clauses (SCCs) and other safeguards (including, where applicable, the EU–US Data Privacy Framework). We assess vendors before enabling any tool.

#### 7. **How long we keep data**

We keep data only as long as needed for the purpose stated above, legal obligations, or to defend claims. After that, data is deleted or anonymised.

#### 8. **Your rights**

You can request access, correction, erasure, restriction, portability, and objection; you can also withdraw consent at any time (past processing stays lawful).

To exercise your rights: [go@amhg.eu](mailto:go@amhg.eu).

You may lodge a complaint with your local supervisory authority. In Poland: UODO – President of the Personal Data Protection Office ([uodo.gov.pl](https://uodo.gov.pl)).

If you are in Ukraine, you may also contact the Ukrainian Parliament Commissioner for Human Rights ([ombudsman.gov.ua](https://ombudsman.gov.ua)).

#### 9. **Children**

Our website is not intended for children under 16 and we do not knowingly process their data.

#### 10. **Security**

We apply TLS encryption, strict access control and least-privilege permissions, encrypted backups, change management, vendor due diligence, and periodic reviews. DPIA/risk assessments are carried out when appropriate.

#### 11. **Cookies and similar technologies**

By default we set only strictly necessary cookies. Analytics/marketing/embedded cookies are used only after consent. Details and your choices are described in our Cookies Policy (footer link).

#### 12. **Changes to this policy**

We may update this notice from time to time. The current version with the effective date is always available on our website.