

COOKIE FILES AND OTHER TRACKING TECHNOLOGIES

1. What are cookie files?

Cookies (so-called cookies) are IT data in the form of text files, sent by the server and saved on the User's side (e.g. on the hard drive of the computer, laptop or on the phone's memory card - depending on which device the Website User uses) .

The data is collected and stored only in an anonymous form or under a pseudonym and does not allow the identification of the User. Most of the cookies used by the Website are so-called session files that are deleted when the User's browser session is closed. Cookies do not harm the User's computer and do not contain viruses.

2. The purposes of using cookies

The administrator may process the data contained in cookies when visitors use the Website for the following purposes:

- a. adjusting the content of the Website to the individual preferences of the User (e.g. regarding colors, font size, Website layout) and optimizing the use of the Website;
- b. keeping anonymous statistics showing how the Website is used;
- c. remarketing, i.e. research on the behavior of visitors to the Website by anonymous analysis of their activities (e.g. repeated visits to specific pages, keywords, etc.) in order to create their profile and provide them with advertisements tailored to their expected interests, also when they visit other websites on the Google Inc. advertising network.

3. Information on the possibility of disabling cookies

The Administrator informs the User that it is possible to configure the web browser in such a way that it prevents the storage of cookies on the User's end device. In such a situation, however, the use of the Website by the User may be difficult.

The Administrator indicates that cookies may be deleted by the User after they have been saved by the Administrator, through the appropriate functions of the web browser, programs used for this purpose or using appropriate tools available under the operating system used by the User.

4. Third party cookies

The website uses functions provided by third parties, which involves the use of cookies from these third parties. The use of this type of cookies is described below:

a) Google Analytics

The administrator may use Google Analytics services provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA to analyze website traffic and optimize it based on a legitimate interest (Article 6 (1) (f) of the GDPR) which is conducting the marketing process.

Google Analytics uses cookies that are stored on the User's computer and which enable the analysis of how the User uses the website. The information generated by cookies on the use of the Website is usually transferred to a Google server in the USA and stored there. If the IP anonymization is activated on the Website, the User's IP address will be shortened by Google within EEA countries. Only in exceptional cases will the entire IP address of the User be transferred to a Google server in the USA and shortened there. As part of Google Analytics, the IP address provided by the User's browser is not combined by Google with other data. On behalf of the

Administrator, Google uses this information to analyze the User's use of the website, to compile reports on the activity on the Website.

For detailed information on how Google Analytics processes data, please see the explanations prepared by Google LLC at the following link: <https://support.google.com/analytics/answer/6004245>.

The User may block information about his activity on the Website from being shared with Google Analytics. To do this, install the browser add-on provided by Google LLC available at the link: <https://tools.google.com/dlpage/gaoptout>

b) Social tools

The Website uses plugins from the following social networks: Facebook, LinkedIn, Instagram and Google. Plugins for social networks are interactive elements on the Website, enabling the sharing of content from the Website on social media and allowing direct redirection of the User visiting the Website to the company's social profiles. After the User clicks on a given plug-in, a direct connection is established with the server of the given social networking site and he may then collect information and use cookies.

If the User is logged in to his own account on a given social network, the portal may assign the User's visit to the Website to the User's account on the portal. Information on the purpose of data collection, the scope of collected data, their further processing and use by individual social networks, as well as the related rights of Users and possible settings to protect privacy are provided in the privacy policies of individual social networks.

- [Facebook](https://www.facebook.com/about/privacy/update) – <https://www.facebook.com/about/privacy/update>,
- [LinkedIn](https://www.linkedin.com/legal/privacy-policy) – <https://www.linkedin.com/legal/privacy-policy>,
- [Google](https://policies.google.com/privacy?hl=pl) – <https://policies.google.com/privacy?hl=pl>,
- [Instagram](https://help.instagram.com/519522125107875) - <https://help.instagram.com/519522125107875>

5. Server logs

Using the Website involves sending queries to the server on which the website is stored. Each query directed to the server is saved in the server logs. Logs include User's IP address, server date and time, information about the web browser and operating system used by the User. Logs are saved and stored on the server. The data stored in the server logs are not associated with specific people using the website and are not used by the Administrator to identify the User. The server logs are only auxiliary material used to administer the Website, and their content is not disclosed to anyone except those authorized to administer the server.