

## **Annex 3 Policy on cookies and other marketing techniques and social media**

### **Article 1 Cookies Policy**

1. The Website uses cookie files.
2. Cookie files (so called "cookies") are IT data, in particular text files, which are stored in the final device of Website User and are intended for use on the Website. Cookies usually contain the name of the website from which they originate, their storage time on the terminal device and a unique number.
3. The entity placing cookies on the Website User's device and accessing them is the Website Administrator.
4. Web browsing software (internet browser) usually allows the storage of cookies on the User's device by default. Users of the Website may change their settings in this respect. Your web browser allows you to delete cookies from your browser history. It is also possible to block cookies automatically. Details can be found in the help or documentation of the web browser.
5. Restrictions on the use of cookies may affect some of the functionality available on the Website.
6. Cookies placed in the Website User's device may also be used by entities cooperating with the Service Operator, as specified in section 10.
7. The login and entry points for personal data are protected in the transmission layer (SSL certificate). This ensures that the personal and login data entered on the Website are encrypted on the User's computer and can only be read on the target server.
8. In order to protect the data, the Website Administrator regularly makes back-up copies.
9. An important element of data protection is the regular updating of all software used by the Website Administrator to process personal data, which in particular means regular updates of programming components.
10. The Website uses following cookie files
  - a. essential - without them the Website may not function properly;
  - b. secure - they protect the User from dangers, improve safety on the web;
  - c. functionality - they collect and record information about User settings, increase the convenience of using the Website;
  - d. analytics - to track and record your interaction with the Website (we use Google Analytics). They allow us to improve our Website;
  - e. Marketing - to tailor advertising to you (we use Google Ads);– They allow us to track and record User interaction on the Website (we use Google Analytics).
  - f. Session cookies are temporary files that are stored on the User's device until logging out, leaving the website or switching off the software (web browser);
  - g. persistent cookies - cookies are stored on the User's device for the period of time specified in the cookie parameters

Name of cookies placed on the Website	Provider (general)	Objective	Time	essential/secure/functionality/analytics/marketing
				Persistent/ session
wp-wpml_current_admin_language	wpml.org	Storage of the current language of the wordpress administration area	1 year	Essential/ Persistent
cky-consent	CookieYes Limited	remembers users' consent to the use of cookies in the "Necessary" category	1 year	Essential/ Persistent
cookieyes-necessary	CookieYes Limited	sets this cookie file to remember users' consent to the use of cookies in the "Necessary" category	1 year	Essential/ Persistent
cookieyes-functional	CookieYes Limited	sets this cookie in order to remember users' consent to the use of cookies in the "Functional" category	1 year	Essential/ Persistent
cookieyes-analytics	CookieYes Limited	sets this cookie in order to remember users' consent to the use of cookies in the "Analytical" category	1 year	Essential/ Persistent
cookieyes-advertisement	CookieYes Limited	sets this cookie in order to remember users' consent to the use of cookies in the "Analytical" category	1 year	Essential/ Persistent
_GRECAPTCHA	Google	to ensure protection against spam, distinguishes between humans and bots	179 days	Essential/ Persistent
PHPSESSID	PHP Platform	maintains session security, enables smooth browsing, contains a unique number that identifies the session,	By the end of the session	Essential/ Session
wordpress_sec_c2d4c406fa981bf7506a7fc297d703da	Wordpress	providing protection from hackers, enabling Users to remain logged in to the website, storing credentials. Its use is limited to the area of the administrative console	15 days	Essential/ Persistent
wp-settings-6	Wordpress	storing the User's preferences, consolidating the User's wp-admin configuration, customising the view of the administrator interface and the User interface,	1 year	Essential/ Persistent
Ssupp.vid	Smartsupp	Storage of a unique User ID, necessary for the chat-box function of the website	6 months	Essential/ Persistent
wordpress_test_cookie	Wordpress	Verification of the possibility of storing a cookie in the User's browser.	By the end of the session	Essential/ Session
AEC	Google	ensuring that requests within the browsing session are sent by the User and not by other websites, preventing malicious websites from acting on behalf of the User without his/her knowledge	6 months	Secure / Persistent

Name of cookies placed on the Website	Provider (general)	Objective	Time	essential/secure/functionality/analytics/marketing
				Persistent/ Session
HSID, SID	Google	identification of the User's account, indication of the last login time, combination of both files allows attacks to be blocked, e.g. attempts to intercept the content of completed forms	1 hour	Secure / Persistent
SIDCC	Google	protects the User's data from unauthorised access, contains information about the end-User's use of the website and any advertising the end-User may have seen before accessing the website.	1 day	Secure/ Persistent
wordpress_logged_in_c2d4c406fa981bf7506a7fc297d703da	Wordpress	storing information about the logged-in User, including a reference to the current session	By the end of the session	Functionality/ Session
ssupp.visits	Smartsupp	Storage of the number of previous visits in order to target automated messages more accurately	6 months	Functionality/ Persistent
SERVERID	Freshmail	assigning the visitor to the server	By the end of the session	Functionality/ Session
SAPISID, SSID	Google	Recording of User preferences and information about User behaviour on the sites	2 years	Functionality/ Persistent
SOCS	Google	Storage of information about a User's decision to use cookies	13 months	Functionality/ Persistent
CONSENT	Google	remembers cookie preferences (without having to ask again)	2 years	Analytics/ Persistent
_ga, _ga_HG6DVZK0V3	Google	Storage and counting of page views, collection of aggregated statistical data about the User of the website, makes it possible to distinguish between individual Users	2 years	Analytics/ Persistent
_gat	Google	Collecting information on how visitors use the website and how often	1 day	Analytics/ Persistent

Name of cookies placed on the Website	Provider (general)	Objective	Time	essential/secure/functionality/analytics/marketing
				Persistent/ Session
_gcl_a	Google	storing and tracking ad conversions, measuring the effectiveness of ads and campaigns and the conversion rates of ads displayed on google on the websites visited by the User	3 months	Analytics/ Persistent
_gid	Google	storing and counting page views, storing information on how visitors use the website, used to generate an analytical report on how the website is used	1 day	Analytics/ Persistent
S	Google	Sets a unique session identifier. This enables the website to obtain data on visitor behaviour for statistical purposes.	1.day	Analytics/ Persistent
_fbp	Facebook	Storage and tracking of visits to websites, matching of ads to User profile, measurement of ads effectiveness	3 months	Marketing / Persistent
fr	Facebook	displaying relevant advertisements to users by tracking user behavior on the web, on websites that have a Facebook pixel or a Facebook social plug-in	3 months	Marketing / Persistent
YSC	Youtube	The YSC cookie is set by YouTube and is used to track views of embedded videos on YouTube pages	By the end of the session	Marketing/Session
VISITOR_INFO1_LIVE	Youtube	a cookie set by YouTube to measure bandwidth that determines whether a user will receive a new or old player interface	182 days	Marketing / Persistent
1P_JAR	Google	ad delivery, retargeting	1 month	Marketing / Persistent
APISID	Google	Personalizing Google ads on websites based on the User's behaviour on different websites	2 years	Marketing / Persistent

Name of cookies placed on the Website	Provider (general)	Objective	Time	essential/secure/functionality/analytics/marketing
				Marketing / Persistent
DV	Google	Ads delivery, retargeting, collecting information on how visitors use the website, using the information to compile reports and improve the website. Cookies collect information in an anonymous form, including the number of visitors to the website, where visitors have come to the website from and the pages they visited	1 day	Marketing / Persistent
NID	Google	display ads on Google services to Users who are not logged in, use autocomplete functions in the search engine, remember the User's settings	6 months	Marketing / Persistent
OTZ	Google	Optimising add-ons such as Google search, linking website visitors' activities to other devices that were previously logged in via a Google account, tailoring ads to different devices	1 month	Marketing / Persistent
__Secure-1PAPISID, __Secure-1PSID, __Secure-3PAPISID,	Google	Used for targeting purposes to build up a profile of website visitors' interests in order to display relevant and personalised Google ads	2 years	Marketing / Persistent
__Secure-3PSIDCC	Google	Used for targeting purposes to build up a profile of website visitors' interests in order to display relevant and personalised Google ads	1 year	Marketing / Persistent
__Secure-1PSIDCC	Google	Personalisation of ads on google sites, display of ads outside of google websites	1 year	Marketing / Persistent

Name of cookies placed in the Inprogress web application	Provider (general)	Objective	Time	essential/secure/functionality/analytics/marketing
				Persistent/ Session
acces-token	Deployed.pl	Stores the character string of the logged-in User, allowing this User to use those parts of the application that are only for those who are logged in	By the end of the session	Essential/ Session
refresh-token	Deployed.pl	Used when an access-token expires - it allows for a new access-token to be obtained	By the end of the session	Essential/ Session
sessionId	Deployed.pl	Session identifier. Used in quizzes	2 weeks	Essential/ Persistent

### Article 2 Relevant marketing techniques

1. The Website Administrator uses statistical analysis of website traffic through Google Analytics provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. The Website Administrator does not provide the operator of this service with personal data, but only anonymised information (IP number). The service is based on the use of cookies on the User's end device. More information can be found at: <https://policies.google.com/technologies/cookies?hl=pl&gl=pl>.
2. We use Google Conversion Tracking, a service provided by Google Ireland Limited, Gordon House, Barrow Street, Dublin 4, Ireland. More information can be found at: <https://privacy.google.com/businesses/adsservices/>.

### Article 3 Social media plugins

The Website Administrator uses the Facebook, LinkedIn and Instagram social network plugins. If the Website user does not want to allow Facebook, LinkedIn or Instagram to associate the data collected through the Website directly with the User's account on these websites, the User is required to log out of Facebook, LinkedIn and Instagram before accessing the Website. Social media plugin technology causes Facebook (Facebook Ireland Ltd.), Instagram (Facebook Ireland Ltd.), LinkedIn (LinkedIn Ireland) to know that a person registered therein is using the Website. In this case, it relies on data for which it is joint controller. The Website Administrator shall not pass on any additional personal data to Facebook, LinkedIn, Instagram. The service is based on the use of cookies.