

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. The Service User may refuse to consent to the use of cookies, including for statistical and/or advertising/marketing purposes, may give partial consent and choose the purpose of information collection, and may also withdraw consent expressed in whole or in part. The user may select a specific option in the banner displayed on the Service. Users of the Website may also change their settings regarding the permissibility of using cookies. 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

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.