

Principles of Cookie Usage

Article I

USE OF COOKIES

1. These websites use cookies that distinguish their visitor (hereinafter referred to as "you" in the appropriate grammatical form) from other users. This allows us to improve our sites and provide a better experience when browsing them by individual visitors.
2. These cookie usage principles describe:
 - the processing of data collected using cookies and similar technologies, and
 - the purposes for which these cookies are used.
3. Additional important information on how personal data obtained through these websites is processed can be found in the section labeled as terms of use.

Article II

WHAT ARE COOKIES

Cookies are small files that are downloaded to a device (computer, tablet, mobile phone, etc.) containing a certain amount of information allowing the website to recognize you as a user during the use of the Internet site. The operator uses cookies to examine the effectiveness of the Internet site. Cookies generally do not contain any information used to identify individuals but instead are used to identify the browser on a specific device. The term cookies in this document is also used for other files that collect information in a similar way (e.g., pixels, beacons, etc.). Based on these files, the website can recognize you:

- using so-called "session cookies" during your visit to the web. These so-called temporary cookies are automatically deleted after closing the browser. You can set the browser to notify you about the use of cookies. This ensures transparency in the use of cookies. Important: if you completely exclude the use of cookies, you may not be able to use certain functionalities of our Internet site.

- using so-called "persistent cookies" for repeated visits to the web. These persistent cookies can be checked during each visit to the Internet site. The information we collect through the Internet site includes: the type of browser, the internet address from which it connected to the Internet site, the device's operating system, the device's IP address. To display more relevant ads, some cookies are set by a third-party advertising system, such as Google Analytics. This can be turned off in your Google account. The computer can be set to refuse cookies, although in this case, some site features may not work.

So-called "our cookies" are such cookies that were placed on this website by our company.

So-called "third-party cookies" are such cookies that are placed on your device by another company when using our websites. Third-party cookies can be placed on your device by someone who provides us with a certain service (e.g., Google Analytics).

Third parties do not have access to the data in our cookies, and we cannot access third-party cookies.

Implementation of Google Consent Mode V2 and end of support for third-party cookies in Chrome from 6.3.2024

Version 1.0: basic consent parameters

Google Consent Mode 1.0 was introduced as a feature allowing websites to collect and use data in accordance with user consent preferences. The main parameters that version 1.0 allows setting are 'ad_storage' and 'analytics_storage'.

Ad_storage: This parameter concerns consent to store and access cookies for advertising purposes. If the user does not agree, it will not be possible to collect the data necessary for ad personalization.

Analytics_storage: This parameter determines whether it is possible to store cookies for analytical purposes. If the user does not give consent, analytical tools like Google Analytics will not be able to collect detailed data about user behavior.

Version 2.0: extension and new parameters

Version 2.0 of Google Consent Mode brings new parameters that allow even more detailed consent settings. Key additions include 'ad_user_data', 'ad_personalization', 'personalization_storage', 'functionality_storage', and 'security_storage'.

ad_user_data (advertising user data): This new parameter allows websites to distinguish whether they can collect identifiable user data, such as email addresses, phone numbers, etc., for advertising purposes. Its main purpose is to ensure that this data is collected only with the user's consent, which complies with regulations like GDPR.

ad_personalization (advertising personalization): This parameter controls the possibility of ad personalization based on user behavior on the web. If the user does not give consent, data about their behavior on the web will not be used to create personalized ad messages (e.g., viewed pages, time spent on the page).

personalization_storage (personalized storage): governs the storage of cookies related to website customization.

functionality_storage (functionality storage): governs the storage of cookies related to the functionality of the web or applications.

security_storage (security storage): governs the storage of cookies related to security.

Article III

SCOPE AND PURPOSES OF COOKIE USAGE

On our Internet site, we use the following categories of cookies:

1. Necessary cookies
2. Functional cookies
3. Analytical/Statistical cookies
4. Marketing/Advertising cookies:

- ad_user_data
- ad_personalization
- personalization_storage
- functionality_storage
- security_storage

1. Cookies are used for the following purposes:

- Necessary cookies are cookies without which our websites could not function, or without which the proper use of these sites would not be possible. These cookies are automatically placed on your device and cannot be turned off. Necessary cookies cannot identify you and are used only to ensure the correct display and functioning of our website.

- Functional cookies serve to recognize you when you return to our websites. Functional cookies help improve the functionality and security of the websites, including remembering your preferences and managing the performance of the websites.

- Analytical/Statistical cookies: With the help of statistical cookies, we collect information about how you use our websites. Thanks to statistical cookies, we have an overview of the use of our sites, which pages were viewed by how many visitors, etc. Thanks to this information, we can optimize our sites to respond as best as possible to the needs of our visitors.

- Marketing cookies are used to perform personalized advertising services. They do not directly store personal data but are based on the unique identification of your browser and internet device. We would like to inform you that refusing the use of these cookies will not prevent advertisements from being displayed on websites, but they may no longer correspond to your interests.

a) `ad_user_data`: This parameter concerns consent to store and access cookies for advertising purposes.

b) `ad_personalization`: This parameter controls the possibility of ad personalization based on user behavior on the web.

c) `personalization_storage`: Governs the storage of cookies related to website customization.

d) `functionality_storage`: Governs the storage of cookies related to the functionality of the web or applications.

e) `security_storage`: Governs the storage of cookies related to security.

Cookies for social networks: These cookies collect information about the use of social networks for the purpose of creating your profile (they do not directly store your personal data but are based on the unique identification of your browser and device through which you visited the website).

2. These cookies can also be set through our sites by our advertising partners, who can use them to profile your interests and display relevant ads on other sites, in accordance with the cookie usage principles available on the pages of these partners displayed in the advanced cookie storage settings.

3. These basic cookie usage principles provide information about the specific cookies used on these websites.

Article IV

COOKIE SETTINGS

1. During your first visit to our websites, only absolutely necessary cookies are stored on your device. Unless you accept/allow all cookies or select your individual preferences for cookies, this setting will not change. Details on how to control and delete cookies can be found in Article VI Control and deletion of cookies.

2. Some cookies we use are necessary for our websites to function. For example, when you first visit our websites, a pop-up window will appear with a message notifying you of our use of cookies.

3. By clicking the appropriate button in the pop-up window, you agree to our use of necessary cookies as described in these basic cookie usage principles. Regarding all other types of cookies we use, we state that these will not be set on your device unless you give consent to their use.

4. If you give your consent to cookies, you also give us and the respective third parties consent to use these cookies to process your personal data in the manner described in our terms of use, and we will set or read only the relevant cookies at the time specified in the table accessible by clicking the appropriate link in the pop-up window.

5. To turn off the respective cookies used based on consent, you can withdraw your consent to the use of cookies at any time. This is done using the cookie icon in the respective part of our sites. We would like to inform you that cookies may remain on your device even after you decide not to use them. More information on how to remove these files from your device can be found in the text below or in the help section of your browser.

6. With the withdrawal of your consent to the use of optional cookies, the consent to the use of personal data we collect using these cookies is also withdrawn. More details can be found in our terms of use.

Article V

HANDLING INFORMATION

1. In this part of the cookie usage principles, we state how we use personal data obtained through cookies used on our websites, on what legal grounds, and for what purposes.

2. In case of a contractual reason for necessary cookies, we may use your personal data to fulfill our contractual obligations under our terms of use.

3. In case of a legal reason for necessary cookies, we may use your personal data to fulfill our legal obligations, especially in cases where the law requires us to recognize cookie preferences (e.g., to detect when you have turned off all cookies in your browser).

4. In case of legitimate interest for necessary cookies, we may use your personal data for operating the websites in cases where there is no legal reason for processing them - see above.

5. If you have given us your consent to performance cookies, functional cookies, or marketing cookies, we may

use and process your personal data for:

a. viewing and analyzing performed to inform our marketing strategies and improve your visit;

b. identifying and recording when you opened the websites;

c. recording when you engaged in electronic communication;

d. evaluating and improving our services to make your visit and use of the website more useful;

e. evaluating the use of the website to provide you with enhanced services;

f. quality control, performance management of the website, and system administration;

g. tracking your browser on other websites and creating a profile of your interests to display relevant ads on other websites;

h. security purposes, such as preventing or detecting fraudulent activity.

Article VI

CONTROL AND DELETION OF COOKIES

1. Icons for turning off or opting out of relevant cookies serve in the corner of your device, where you can change cookie settings at any time. For the setting to work, it may be necessary to refresh the page. After this turning off or opting out, our websites will no longer access or read these cookies.

2. Various files, scripts, codes, or other information related to cookies may still remain stored on the device. These can be removed by deleting cookies and browser cache using the browser's settings.
3. Any change in your browser settings applies only to this particular web browser. If you use more than one web browser on the device, you need to change the settings separately for each browser and each device.
4. Additional information about cookies may be available in the "help" function of the browser or operating system or in the device's user manual.
5. To opt out of Google Analytics tracking on all websites, visit <http://tools.google.com/dlpage/gaoptout>.
6. The website <http://www.allaboutcookies.org/> provides comprehensive information on adjusting cookie settings across a range of browsers. Please note that as we are neither the owners nor operators of this website, we are not responsible for its content.
7. We would like to inform you that if you disable necessary cookies (or all cookies) using the browser settings, one or more essential functions of these websites may not function correctly, including those designed to ensure safe visits, properly or at all.
8. We would like to inform you that if you refuse or withdraw consent to the use of any non-essential cookies or related personal data, the corresponding function or function of these websites may not work correctly or at all. The use of basic functions and functionality of the websites will not be affected.

Article VII

MAIN COOKIES AND THIRD-PARTY COOKIES

1. By clicking on the link "Details about cookies" on the banner, you will get to the list of main cookies used on our websites, as well as information on the purpose of their use, which can be found in the table "Details about cookies".
2. In our operations, we use and cooperate with several suppliers and third-party partners who set or read cookies on our websites, and we have no control over these cookies. We recommend that you review the privacy policies of the respective third party, even though we provide a summary of third-party cookies used in the table "Details about cookies".
3. Third-party cookies used in connection with our websites include:

a. Necessary cookies. These are cookies that are essential for the operation of our websites.

b. Performance cookies. We use cookies to help us collect information that allows us to analyze web traffic on our websites. The information collected through cookies, which is anonymous, is sent to a third party that operates analytical tools we use to analyze the collected information and improve website performance.

c. Functional cookies. We use cookies to improve the functionality and security of the website, including remembering your preferences and managing the website's performance.

d. Marketing cookies. These cookies are set through our websites by our marketing partners and are used to create a profile of your interests and display relevant ads on other websites. They do not directly store personal data but are based on the unique identification of your browser and internet device.

Article VIII

EMAIL TRACKING

1. Some emails sent by our company may contain a so-called pixel tag, web beacon, transparent image, or tracked links that allow us to find out when you opened the email and verify which links in the email you visited. Thanks to this information, we can find out which parts of our emails are most interesting.

2. By deleting the email, you can also remove the pixel tag. If you do not wish to download the pixel to your computer or other device, you can ensure this by selecting the option to receive emails in plain text format or by not opening images in the email.

3. To unsubscribe from our mailing list, you can use our contact email address provided in the terms of use.

Article IX

CHANGES AND CONTACT

1. These basic cookie usage principles may be changed by our company at any time, either by sending an email with the amended provisions or by publishing them on our websites.
2. Any changes will take effect 7 days after the date of sending the email according to the previous point or the date of publication of the amended provisions on the websites, whichever occurs earlier.
3. If you have any questions or need further information about cookies or the processing of personal data, contact us using the contact details provided in our terms of use.