

COOKIE POLICY

This Cookie Policy constitutes a supplement to the Privacy Policy and sets out the rules for the use of internet technologies such as cookies, pixel codes and similar solutions on the official website of the Controller, available at <http://www.innologic.pl> (hereinafter referred to as the “Website”). This document defines how these technologies are used and the principles governing the processing of personal data obtained through them.

§ 1. GENERAL INFORMATION

1. Cookies (so-called “cookies”) are IT data, most often text files, stored and saved on the end device of the Website User (e.g. computer, smartphone, tablet). Their purpose is to ensure the proper functioning of the Website and to facilitate its use. Cookies are not harmful. They do not negatively affect the User’s device or software, do not interfere with its configuration and do not cause system changes.
2. The Website uses two basic types of cookies:
 - session cookies, temporary files stored until the User leaves the Website or closes the web browser,
 - persistent cookies, stored for the period specified in their parameters or until deleted by the User.
3. Web browsers usually accept cookies by default. The User may independently manage browser settings, including:
 - deleting stored cookies,
 - blocking their automatic storage,
 - configuring preferences for specific types of cookies.Detailed information on cookie management is available in the browser documentation.
4. The following types of cookies may be used on the Website:
 - necessary cookies, enabling basic Website functions such as logging in or handling forms,
 - security cookies, supporting mechanisms to prevent abuse, e.g. detecting unauthorised login attempts,
 - analytical or performance cookies, enabling the collection of statistical data on how the Website is used,

- functional cookies, enabling personalisation of User settings such as interface language, layout or font size,
- advertising cookies, used to display advertisements tailored to the User's preferences, including remarketing mechanisms such as third-party cookies.

5. The scope, number and functions of cookies may vary depending on the specific subpage of the Website or the version of the mobile application used by the User.

§ 2. SCOPE OF COLLECTED DATA

1. Cookies and other internet technologies used on the Website allow the identification of parameters of the User's end device and browser, for example whether the device has previously visited the Website. Standard information contained in cookies includes, among others, the name of the source domain, storage time and a unique identifier.
2. The Controller may process data related to the manner in which the Website is used via a computer, smartphone, tablet or other device. Some of this information, when combined with additional data, may constitute personal data within the meaning of Article 4(1) of the GDPR.
3. In particular, the following categories of data may be processed:
 - technical device data such as type or model, operating system and its version, language settings, screen resolution, browser type and version, IP address, MAC address, unique hardware identifiers,
 - event logs such as session duration, activity on the Website, searched queries, clicks on individual elements, cookie data allowing the browser or User to be recognised,
 - location data such as approximate location determined on the basis of IP address or other positioning technologies such as GPS, Wi-Fi points or device sensors, exclusively after obtaining the User's consent,
 - marketing and analytical data such as traffic sources including UTM campaigns, referrals enabling the collection of data on the source of entry to the Website, link clicks, number of views of dynamic content, interactions with advertisements and their placement.
4. Information collected using internet technologies may be processed in an automated manner, in particular for the purposes of analysing User behaviour, improving the Website's functionality and optimising content. On this basis, the

Controller may formulate predictions regarding User preferences; however, it does not make automated decisions producing legal effects or significantly affecting Users within the meaning of Article 22(1) of the GDPR.

§ 3. PURPOSES AND LEGAL BASIS FOR THE USE OF INTERNET TECHNOLOGIES

1. The Controller uses internet technologies such as cookies, pixel codes and other tracking tools for the following purposes:
 - ensuring the proper operation, security and stability of the Website,
 - adapting the Website content to User preferences and optimising its functionality, including saving settings and personalising content,
 - conducting statistical analyses and preparing reports to understand how the Website is used, enabling its further development.
2. The legal basis for data processing using the above technologies is:
 - Article 6(1)(f) of the GDPR with regard to technologies necessary for the operation of the Website, based on the legitimate interest of the Controller,
 - Article 6(1)(a) of the GDPR with regard to other technologies such as analytical, functional and marketing technologies, which require the User's prior consent.
3. The use of cookies and similar technologies for analytical, statistical or personalisation purposes requires the User's consent, expressed by accepting the relevant information banner or by continuing to use the Website without changing browser settings.
4. The User may withdraw consent or object to data processing at any time by changing cookie settings in the browser or by using tools made available on the Website.
5. Default settings of most browsers allow cookies to be stored. The User may change these settings in order to:
 - decide each time whether to accept a specific cookie,
 - allow or block selected types of cookies,
 - completely block the storage of cookies on the device.
6. Internet technologies used on the Website operate automatically and allow ongoing optimisation of content and Website performance. They are not used to

make decisions concerning Users that produce legal effects or significantly affect their situation within the meaning of Article 22 of the GDPR.

§ 4. TECHNOLOGIES AND TOOLS OF THIRD PARTIES

1. The Controller may use services and tools provided by third parties within the Website, in particular to provide services available via the Website such as chat, contact forms, callpage, callback or API integrations.
2. The Controller may also use analytical and marketing tools of external providers, such as:
 - Google Analytics, enabling the collection of statistical data on traffic and User behaviour on the Website,
 - Hotjar, enabling analysis of User behaviour such as click maps, session recordings and surveys, allowing improvement of the Website's functionality.
3. The use of the tools referred to above may involve storing cookies or similar technologies on the User's end device and processing data by external providers in accordance with their own privacy policies. The Controller has no influence over the detailed scope of data collected by these entities or the manner of their further processing.
4. The User may ознакомиться themselves with data processing rules and technologies used directly on the websites of the respective providers. Examples of privacy policy documents include:
 - Google Analytics <https://policies.google.com/privacy>
 - Hotjar <https://www.hotjar.com/legal/policies/privacy/>

§ 5. TRANSFER OF DATA OUTSIDE THE EEA

In connection with the use of technologies provided by external suppliers such as Google, Meta or Hotjar, the Controller informs that some User data may be transferred outside the European Economic Area. Such transfers take place in accordance with applicable law, in particular on the basis of standard contractual clauses approved by the European Commission or on the basis of the User's prior explicit consent.

§ 6. OBJECTION AND MANAGEMENT OF COOKIE CONSENT

1. The User has the right to withdraw consent or object to the use of cookies and similar technologies by the Controller or its partners at any time. Preference changes may be made by:
 - clicking the appropriate cookie banner or consent management tool,
 - modifying web browser settings.
2. Browsers allow configuration of cookie handling, in particular:
 - requiring acceptance for each cookie,
 - accepting or blocking selected categories of cookies,
 - completely disabling cookie storage.Detailed technical information can be found in the browser documentation or from the software manufacturer.
3. Cookies stored on the device may be deleted by the User at any time via browser settings or additional tools. Please note that disabling or deleting necessary cookies may limit the functionality of the Website.
4. In the case of setting a so-called opt-out cookie, the User should note that:
 - it works only in the specific browser in which it was saved,
 - if all cookies are deleted, the opt-out cookie will also be removed,
 - when using another device or browser, preferences must be set again.

§ 7. DATA RETENTION PERIOD

1. Data obtained via cookies are stored for the period resulting from the settings of a given cookie, specified in its technical parameters.
2. Session cookies are deleted after the end of the browser session, whereas persistent cookies may be stored for a period not exceeding 12 months, unless the User deletes them earlier.
3. The processing period of personal data obtained through cookies may also depend on the duration of analytical or marketing purposes, in compliance with the principles of data minimisation and purpose limitation.

§ 8. CHANGES AND UPDATES TO THE COOKIE POLICY

1. This Cookie Policy may be updated due to technological changes, amendments to applicable law or changes in the operation of the Website.

2. In the event of material changes to the Policy, such as new categories of cookies or new external providers, the User will be informed upon their next visit to the Website via a cookie banner or information published on the Website.
3. The current version of the Cookie Policy is always available in the “Cookie Policy” section in the footer of the Website.

§ 9. ADDITIONAL INFORMATION

1. More information about cookies and other tracking technologies, including methods of managing them, can be found at <http://wszystkoociasteczkach.pl/>.
2. The User may opt out of advertisers using search history for behavioural advertising by visiting <http://www.youronlinechoices.com/pl/twojewybor>.