

## LIST OF TOOLS USING COOKIES

Tool name	Description of operation and cookies used
Google Tag Manager	<p>We use the Google Tag Manager tool provided by the American company Google LLC, which is used to manage tags and load scripts on the website.</p> <p>Google Tag Manager does not collect any information beyond what is necessary for its proper operation, but it is responsible for loading other scripts described below.</p>
Google Analytics	<p>We use the Google Analytics tool provided by the American company Google LLC. To use Google Analytics, a special tracking code for Google Analytics is implemented in the website code. The tracking code uses cookies related to the Google Analytics service. You can block the Google Analytics tracking code at any time by installing the browser add-on provided by Google.</p> <p>Google Analytics automatically collects information about your activity on our website. Within Google Analytics, we have access only to Anonymous Information.</p> <p>Thanks to the information collected in this way, we can conduct user behaviour analyses on our website and conduct related statistics, and then draw conclusions from these statistics to design solutions that improve website efficiency.</p> <p>If you are interested in details related to how Google uses data from websites and applications that use Google services, we encourage you to review that information.</p>
Hotjar	<p>We use the Hotjar tool to better understand your needs and optimize our website for your experiences related to using it. The tool is provided by Hotjar Limited.</p> <p>Hotjar records each visitor to our website and allows us to playback video recordings of their movements on our site, as well as generate heat maps. Within the Hotjar tool, we do not have access to information that allows us to identify you, as Hotjar does not record the process of filling out forms for transferring personal data.</p> <p>To use Hotjar, a special tracking code for Hotjar is implemented in the code of our website. The tracking code uses Hotjar Limited cookies. The information collected through cookies is stored by Hotjar within a pseudonymous user profile. Neither Hotjar nor we use this information to identify you.</p> <p>You can object to the creation of your user profile by Hotjar, storage of information about your use of our website by Hotjar, and use of Hotjar cookies here.</p> <p>If you are interested in details related to data processing within Hotjar, we encourage you to review Hotjar's privacy policy.</p>
Meta Pixel	<p>We use the Meta advertising system provided by the American company Meta Platform Inc. In order to direct personalized ads to you based on your behaviour on our website, we have implemented the</p>

	<p>Meta Pixel on our website, which automatically sends information about your activity on our website to the Meta advertising system. Within the Meta advertising system, we have access only to Anonymous Information. Thanks to the information collected in this way, we are able to display ads to you within the Meta advertising system based on your behaviour on our website and conduct measurements of the effectiveness of the advertising campaigns in order to draw conclusions that allow for the optimization of these campaigns in terms of efficiency. Meta Platform Inc. may combine information collected using the Meta Pixel with other information about you collected while using services managed by the company (e.g. Facebook, Instagram) and use it for its own purposes, including marketing. Such actions by Meta are no longer dependent on us, and information about them can be found directly in the Meta privacy policy. You can also manage your privacy settings from your Facebook account. Here you will find useful information in this regard.</p>
<p>Facebook Connect</p>	<p>Our website uses social media plugins, buttons, and other social tools, collectively referred to as "plugins," associated with social media services managed by the American company Meta Platform Inc. As a result, you have the opportunity to use selected social features on our website, such as the like button or share button. Plugins collect information about your activity on our website. We do not have access to this information. It is important to us that the plugins work properly. Information collected by plugins may be used by Meta Platform Inc. for its own purposes, such as improving its own products, creating user profiles, analysing and optimizing its own activities, and targeting ads, over which we have no real influence. Details in this regard can be found in the Meta privacy policy.</p>
<p>Google Ads</p>	<p>We use remarketing features available within the Google advertising system provided by the American company Google LLC. During your visit to our website, a Google remarketing cookie file is automatically left on your device, which collects information about your activity on our website. Thanks to the information collected in this way, we are able to display ads to you within the Google network based on your behaviour on our website. For example, if you display a product, information about this fact will be recorded by the remarketing cookie file, which allows us to direct an ad to you regarding that product or any other product that we deem appropriate. This ad will be displayed to you within the Google network while you are using the Internet, browsing other websites, etc. We emphasize that by using Google Ads, we use only Anonymous Information. Using Google Ads, we are only able to define groups of recipients to whom we would like our ads to reach. Based on this, Google decides when and how to display our ad to you. If you do not want to receive personalized ads, you can manage your ad settings directly on the Google side: <a href="https://adssettings.google.com/">https://adssettings.google.com/</a>. If you are interested in details related to Google's use of data from websites and applications that use Google services, we encourage you to read this information.</p>

Pinterest	<p>We use advertising functions available within the Pinterest service provided by the American company Pinterest, Inc. In order to direct personalized ads to you based on your behaviour on our website, we have implemented the Pinterest Tag on our website, which automatically sends information about your activity on our website to the Pinterest advertising system.</p> <p>Within the Pinterest advertising system, we have access only to Anonymous Information. Thanks to the information collected in this way, we are able to display ads to you within the Pinterest advertising system based on your behaviour on our website and conduct measurements of the effectiveness of the advertising campaigns in order to draw conclusions that allow for optimization of these campaigns in terms of efficiency.</p> <p>Information collected by the Pinterest Tag is also used by Pinterest, Inc. to deliver ads and reporting, improve security on the Pinterest service, research and develop products. This information is also used to generate aggregate and anonymous measurements regarding the use of the Pinterest advertising service, for example, to calculate the total number of conversions made through the Pinterest service. Details in this regard are described in the Pinterest privacy policy.</p> <p>You can opt out of online behavioural advertising through Pinterest personalization settings.</p>
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