

## **Principles Governing the Use Of Cookies**

### **What Are Cookies?**

In order to improve our services, our website uses cookies.

Cookies are small files that store information in your browser. These files identify specific information from your previous visits paid to websites. The user is not identifiable on the basis of this information. Cookies help, for example:

- ensure proper functionality of our website,
- determine which web pages and features are most commonly used; on the basis of which we can best adjust our offer to meet your requirements.

### **What Cookies We Use?**

The cookies used on our website are divided into two basic types. Short-term ones, which are used only temporarily and remain stored on your device only until you close your browser, and long-term ones that remain stored on your device for a longer period of time.

#### **In terms of the functions performed by cookies, they can be divided as follows:**

- conversion and tracking cookies which allow us to analyse the performance of various sales channels,
- remarketing cookies that we use to personalise the content of ads and their correct targeting,
- analytical cookies that help us improve the quality of our website,
- essential cookies which are important for the basic functionality of the website.

Some cookies may collect information that is subsequently used by third parties and that, for example, directly supports our advertising activities (the so-called “third-party cookies”). However, you can never be identified by the means of these data.

### **How To Reject the Use of Cookies?**

The use of cookies may be set-up using your Internet browser. Most browsers accept them automatically by default. By setting up your web browser, you can completely disable them or allow the use of only some cookies.