

# Cookie Policy

## General information about cookies.

We use technologies, such as cookies, to collect and process personal information to personalize the content of advertisements displayed on other websites as well as to track the website traffic.

Cookies allow us to understand our interaction with the website better. By doing it, they allow us to organize its layout better. They also collect information about how you use the website, the page from which you were redirected, as well as the number of visits, and the time of your visit to each page. In addition, cookies are used for better personalization of our and our partners' advertising messages. The Service's cookies are stored on your devices automatically when your browser settings allow it. A cookie typically contains the name of the domain from which it originated, its "validity period," and an individual random number that identifies the cookie. The information contained in cookies may be combined with other data you provide, including your e-mail address.

You can disable cookies in your browser settings. If you choose this option, navigation on the website will be possible, but the operation of certain features of the website may be limited.

If you use the website without disabling cookies in your browser settings, we may take it as your consent to the use of cookies. The website uses both KRUKO cookies and cookies from third parties.

## Google Analytics

The service uses the Google Analytics tool, a web analytics service offered by Google Inc. The Google Analytics tool uses a cookie that is stored on your computer and allows you to use the service. Information about using the service is sent by default to a Google server in the United States and stored there. The Service uses IP anonymization. This means that your IP address will be cut down in advance by Google in EU member countries or in other countries outside the EU that are signatories to the EEA Agreement.

The full IP address, before cutting down, will be sent to a Google server in the USA only in exceptional cases. Google uses the transmitted information to analyze on behalf of KRUKO how you use the service, to create reports on activity on the service, and to provide other services to KRUKO related to the use of the service and the Internet. The IP address identified by Google Analytics will not be combined with other data collected by Google.

### **Remarketing**

The website uses remarketing tool cookies to target you with ads on Facebook (Facebook Pixel) and Google (Google Ad Network).

### **Web beacons**

In addition to cookies, the service may also collect data customarily collected by web system administrators as part of so-called logs or log files.

The information contained in the logs may include your IP address, type of platform and browser, Internet provider, and the address of the page from which you entered the service. Some sub-pages within the service may contain so-called web beacons. Web beacons allow us to receive information such as, for example, the IP address of the computer to which the page on which the web beacon was posted was loaded, the URL of the page, the time the page loaded, the type of browser, as well as information contained in cookies, in order to evaluate the effectiveness of our advertisements.

### **Secrecy of telecommunications**

We provide you with protection under the secrecy of telecommunications.

Information covered by the secrecy of telecommunications may be disclosed only in cases specified in specific legislation.

Information covered by telecommunications secrecy may be processed for purposes related to the operation of the service if this is necessary for proper functioning.