

Solfinity Cookies Policy

1. The solfinity.pl/en website uses cookies.
2. Cookies are small text files placed on your computer by the websites you visit. They are used to improve the operation of websites, increase their performance, provide information to website owners, personalize content, and ensure a better user experience. The use of cookies is now standard for most websites. If you do not want to enable cookies, you can manage and control them using your browser. You can delete cookies by removing them from your “browser history” (cache) when you leave the site.
3. Please note that deleting or blocking cookies may affect your user experience, and some features may no longer be available.
4. Below you will find advice on how to manage cookies in popular web browsers:
 - a. Google Chrome,
 - b. Mozilla Firefox,
 - c. Internet Explorer,
 - d. Microsoft Edge,
 - e. Opera,
 - f. Safari.
5. Users can also opt out of third-party cookies on the Network Advertising Initiative website, using the following link: <http://optout.networkadvertising.org/?c=1#!/>.
6. More information on how to manage cookies is available at www.wszystkooociasteczkach.pl and www.allaboutcookies.org.
7. We use cookies for the following purposes:
 - a. to ensure the security of using the solfinity.pl/en website, in particular, to authenticate the Customer on the website and to maintain the Customer’s session,
 - b. to create statistics of the solfinity.pl/en website positioning in Internet browsers,
 - c. to allow for optimizing the website’s usability,
 - d. to provide Customers of the solfinity.pl/en website with personalised advertising content,
 - e. to provide Solfinity Customers with personalized marketing content in social media, in cooperation with social networks (e.g. Facebook/Meta, YouTube/Google) and with the use of other Google tools,
 - f. to set up and adapt the content of the solfinity.pl/en website to the Customer’s individual preferences (e.g. by recognizing the Customer’s device, analysing and examining the viewing statistics, remembering the settings selected by the Customer).
8. The solfinity.pl/en website uses the following types of cookies:
 - a. **Strictly necessary cookies**- this type of cookies is essential for proper website functioning and cannot be disabled. Strictly necessary cookies are usually used in response to actions undertaken by the user, such as setting privacy options, logging in or filling out forms.
 - b. **Analytical cookies**- allow for collecting information about the number of visits and traffic sources, thanks to which it is possible to improve the website’s operation. Analytical cookies also help determine which sites are the most popular or what parts of the site are visited by the users. For this purpose, we use third-party tools like Google Analytics. If you block this type of cookie, collecting information about your website use will be impossible, and it will also become impossible to monitor the website’s performance. Detailed information in

English about Google Analytics is available

at: <https://policies.google.com/technologies/partner-sites> and <https://support.google.com/analytics/answer/4597324>.

- c. **Functional cookies**- this type of cookie improves the effectiveness of marketing activities and allows for adjusting them to the user's needs and preferences, e.g. by remembering all the choices made on the websites.
 - d. **Advertising cookies**- to promote specific services, articles or events, advertisements may be used that are displayed on other websites. This type of cookie is used to make advertising content more personalised. Advertising cookies also prevent the same ads from reappearing. These advertisements are only used for informing about the activities carried out. For this purpose, we apply third-party tools, such as Google Ads, Google DoubleClick and Facebook Pixel, to use personalised ads as part of Google and Meta advertising tools. Detailed information in Polish about Google privacy policy and dedicated Google Ads privacy policy (in English) is available on the Google website: <https://policies.google.com/privacy?hl=pl> and <https://privacy.google.com/businesses/adsservices/>. Detailed information in Polish about Google tools, including DoubleClick, is available at: <https://policies.google.com/technologies/cookies>. Detailed information about Meta's privacy policy is available at: <https://pl-pl.facebook.com/business/gdpr> and <https://pl-pl.facebook.com/policies/cookies/#>.
9. Cookies are also divided into:
- a. **Session cookies** - are temporary information stored in the browser's memory to the end of the browsing session, i.e. until the browser is closed. These cookies are necessary for certain applications or functionalities to work correctly.
 - b. **Persistent cookies** - thanks to them, the use of frequently visited websites is easier (e.g. they provide optimal navigation, memorise the selected resolution, content layout, etc.). This information remains in the browser's memory for a longer time, and this time depends on the choice set in the browser settings. Persistent cookies allow data to be conveyed to the server whenever a website is visited.
10. The table below specifies the types of cookies collected on our website, how they are used, and how long they are stored. It also contains information on whether cookies come from the website's owner or third parties.
11. This Cookies Policy is effective from 6 June 2023.

Name	Purpose	Type	Duration of storage	Proprietor
Google.com _ga files	Google analytical and advertising files. They allow for monitoring the activity on the site of individual visitors and how they use the site. These cookies are set on the first visit to the site and updated on subsequent visits.	Analytical Advertising Persistent	2 years from saving / updating	Google Inc. Third party
Google _id files	Google DoubleClick for customizing ads that appear in coordination with YouTube	Advertising Persistent		Google
Facebook c-user datr dpr fr sb spin xs files	Facebook advertising files. They are used for customizing the ads displayed on Facebook	Advertising Persistent		Meta
Solfinity session files	The files provide the ability to log in, maintain sessions and ensure the security of the connection, including encryption.	Functional Persistent Session		Solfinity