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 (pixels) and similar solutions on the Controller's official website, available at www.innotec.net.pl (hereinafter referred to as the "Service"). This document specifies how these technologies are used and the rules for the processing of personal data obtained through them.

§ 1. GENERAL INFORMATION

1. Cookies (so-called "cookies") are IT data, most often text files, saved and stored on the end device of the Service User (e.g. computer, smartphone, tablet). Their purpose is to ensure the proper functioning of the Service and to improve the use of the website. Cookies are not harmful. They do not adversely affect the User's device or its software, do not interfere with its configuration and do not cause system changes.
2. The Service uses two basic types of cookies:
    - session cookies, temporary files stored until the User leaves the Service 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 within the Service, among others:
    - necessary cookies, enabling basic functions of the Service such as logging in or handling forms,
    - security cookies, supporting mechanisms to prevent abuse, e.g. detecting unauthorised login attempts,
    - analytical/performance cookies, enabling the collection of statistical data on how the Service is used,

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

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

§ 2. SCOPE OF COLLECTED DATA

1. Cookies and other internet technologies used in the Service enable identification of parameters of the User's end device and browser, for example whether a given device has previously visited the Service. 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 how the Service 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: type/model, operating system and its version, configured language, screen resolution, browser type and version, IP address, MAC address, unique hardware identifiers;
    - event logs: session duration, activity within the Service, searched queries, clicks on specific elements, cookie data enabling recognition of the browser or the User;
    - location data: approximate location determined on the basis of the IP address or other positioning technologies (e.g. GPS, Wi-Fi points, device sensors), exclusively after obtaining the User's consent;
    - marketing and analytical data: traffic sources (e.g. UTM campaigns), so-called referrers enabling collection of data on the source of entry to the Service, link clicks, number of views of dynamic content, interactions with advertisements and their placement.
4. Information collected via internet technologies may be processed in an automated manner, including for the purposes of analysing User behaviour, improving the Service's functionality and optimising content. On this basis, the

Controller may formulate predictions regarding Users' preferences; however, it does not make automated decisions producing legal effects or similarly significantly affecting Users, in accordance with 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 Service;
    - adapting the Service content to the User's preferences and optimising its functionality (e.g. remembering settings, personalising content);
    - conducting statistical analyses and preparing reports to understand how the Service is used, enabling its further development.
2. The legal basis for processing data using the technologies described above is:
    - Article 6(1)(f) of the GDPR, with regard to technologies necessary for the operation of the Service, based on the Controller's legitimate interests;
    - Article 6(1)(a) of the GDPR, with regard to other technologies (analytical, functional, marketing) requiring 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 Service without changing browser settings.
4. The User may withdraw consent or object to data processing at any time by changing cookie settings in their browser or by using tools made available in the Service.
5. Default settings of most browsers allow cookies to be stored. The User may, however, change these settings so as to:
    - decide each time whether to accept a specific cookie;
    - allow or block selected types of cookies;
    - completely block the storage of cookies on their device.
6. Internet technologies used in the Service operate automatically, enabling ongoing optimisation of content and operation of the Service. However, 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 Service, in particular in order to provide services available via the Service (e.g. chat, contact form, callpage, callback, API integrations).
2. Social media plugins may be used on the Service's websites and on the Controller's fan pages, including plugins of Facebook, Instagram and LinkedIn, which enable, among other things, sharing content (e.g. "Like", "Share" buttons) directly from the website. These plugins are identified by commonly recognisable icons of those platforms. They are activated only after the User has given consent by clicking the relevant button. Once activated, the User's browser establishes a connection with the server of the respective provider, which may process data related to the User's behaviour on the website. Privacy settings within the relevant social media service determine the visibility scope of the shared content (e.g. friends only or public). Plugin activation may be withdrawn at any time.
3. 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 within the Service;
    - Meta Pixel (Facebook Pixel), enabling tracking of events and effectiveness of advertising campaigns run on Meta platforms;
    - Hotjar, enabling analysis of User behaviour (e.g. click maps, session recordings, surveys) to improve the Service's functionality.
4. 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.
5. The User may ознакомиться themselves with the rules of data processing and technologies used directly on the websites of the respective providers. Examples of privacy policy documents:
    - Google Analytics: https://policies.google.com/privacy
    - Meta/Facebook: https://www.facebook.com/privacy/policy
    - 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 (e.g. Google, Meta, Hotjar), the Controller informs that some User data may be transferred outside the European Economic Area (EEA). Such transfers are carried out 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. Preferences may be changed by:
    - clicking the relevant cookie banner (consent management tool),
    - modifying web browser settings.
2. Browsers enable 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 browser documentation or from the software manufacturer.
3. Cookies stored on the device may be deleted by the User at any time via the browser or by using additional tools. Please note that disabling or deleting necessary cookies may limit the functionality of the Service.
4. If an opt-out cookie (a technical cookie expressing an objection) is set, please note that:
    - it works only in the specific browser in which it was stored,
    - if all cookies are deleted, the opt-out cookie will also be deleted,
    - 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, while observing 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 Service.
2. In the event of material changes to the Policy (e.g. 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 in the Service.
3. The current version of the Cookie Policy is always available in the “Cookie Policy” section in the footer of the Service.

§ 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