

# Cookie Policy

This cookie policy (the “**Cookie Policy**”) sets out how **the Polish Vodka Foundation**, with its registered office in Warsaw, at ul. Żłota 59, 00-120 Warsaw, entered into the Register of Associations, Other Social and Professional Organizations, Foundations and Public Health Care Institutions and the Register of Entrepreneurs kept by the District Court for the city of Warsaw, 12th Economic Division of the National Court Register under KRS no.: 0000593987, NIP (tax identification no.): 5252642143, REGON (business registry no.): 363449747 (the “**Foundation**” or “**we**”), is obliged to respect the privacy of the users regarding the use of cookie files on its websites, in its applications, social media profiles and in other digital media (“**Digital Media**”).

## 1. What is a cookie file?

Cookie files (also called “cookies”) are small text or information files (“**Cookie Files**”) saved on the user's device (computer, smartphone or tablet) when accessing Digital Media. A Cookie File usually contains the name of the Digital Media it comes from, time of its storage (how long such a file will be saved on the user's device) and its value (usually a randomly generated unique number for the file). If required by the law, the Foundation asks the user for their consent before using the Cookie Files.

## 2. Why do we use Cookie Files?

We use Cookie Files to facilitate use of our Digital Media by the users and to adapt them better to their interests and needs.

This is possible because Cookie Files can be read and stored by Digital Media, allowing us to recognize the user and record important information that gives the user more convenient use of the Digital Media (for instance, by recording preference settings).

Cookie Files can also be used in order to accelerate further activities in Digital Media. We also use Cookie Files to create anonymous, general statistics allowing us to determine how users use the Digital Media and to improve the structure and contents of the Digital Media.

## 3. What types of Cookie Files do we use?

We can use the following types of Cookie File:

- **Persistent Cookie Files** record log on information and user settings for any subsequent logging on (“**Persistent Cookie Files**”). A Persistent Cookie File is a file saved on the user's device after closing the web browser. The Persistent Cookie File, during subsequent visits, can be read by the Digital Media that created it.
- **Session Cookie Files** activate some functions of the Digital Media and services. They also help us to obtain more information on the interactions between user and Digital Media and to monitor the joint use and Internet traffic (“**Session Cookie Files**”). Unlike Persistent Cookie Files, Session Cookie Files are deleted after closing the web browser. They usually store an anonymous session ID on the device, allowing the user to browse the Digital Media without the need to log onto every sub-site.

- **Polish Vodka Foundation Cookie Files** are our own Cookie Files, which are used to improve the use of the Media by the user (“**Polish Vodka Foundation Cookie Files**”). These are connected with the user’s personal data. The data collected via the Polish Vodka Foundation Cookie Files is not accessible to any third parties.
- **Third Party Cookie Files** are Cookie Files placed by third parties in order to perform their services, especially advertising Cookie Files (“**Third Party Cookie Files**”). These files are sent to the user’s device on our behalf when the user accesses our Digital Media, allowing third parties to provide their services. More information on Third Party Cookie Files can be found in the respective privacy policies.

A list of the various Cookie Files that we use is presented below. To the extent that the information collected via the Cookie Files constitute personal data, the provisions of our Privacy Policy shall apply, except for this Cookie Policy.

**a. Necessary Cookie Files**

We use the Cookie Files that are necessary for our Digital Media to function properly and for the user to be able to use the services and functions, allowing the system to save the choices made by the user concerning the Digital Media (such as username, language or region) in order to adjust and personalize them (“**Necessary Cookie Files**”).

Without the Necessary Cookie Files our Digital Media cannot work without interruptions and, moreover, the Digital Media or some of their functions, may not work.

The Necessary Cookie Files do not collect any data on the user that can be used for advertising purposes or to trace the user’s browsing history.

Our Digital Media use the following Necessary Cookie Files:

Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
The Polish Vodka Foundation	Persistent Cookie Files and Polish Vodka Foundation Cookie Files	<u>Cookie Files concerning disclosure of the Cookie Policy:</u> The Foundation installs this Cookie File on the user’s device to indicate whether they have been informed on the use of the Cookie Files via a notification appearing on the banner and whether the user consented to the use of Cookie Files with their further use of Digital Media so that the banner does not appear on every visit to the website.
The Polish Vodka Foundation	Persistent Cookie Files and Polish Vodka Foundation Cookie Files	<u>Cookie File to identify the device:</u> The Foundation installs this Cookie File on the user’s device to identify the user and transfer the information that they are logged on.
The Polish Vodka Foundation	Persistent Cookie Files and Polish	<u>Local Cookie File concerning the user:</u> The Foundation installs this Cookie File to record the

Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
	Vodka Foundation Cookie Files	user's preferences concerning the settings, such as language.

Necessary Cookie Files are required for the correct functioning of the Digital Media and, in consequence, they cannot be eliminated.

***b. Cookie Files for the social media plug-in.***

We use buttons allowing the user to disclose the contents of our Digital Media on various social media ("**Cookie Files for the Social Media Plug-in**"). These files are Third Party Cookie Files and may gather information on usage.

Our Digital Media uses the following Cookie Files for the social media plug-in:

Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
Facebook	Persistent Cookie Files and Polish Vodka Foundation Cookie Files	Social media button - Facebook: Cookie Files are to post the content of our Digital Media on Facebook.
Twitter	Persistent Cookie Files and Polish Vodka Foundation Cookie Files	Social media button - Twitter: Cookie Files are to post the content of our Digital Media on Twitter.

In order to disable tracking all visited Digital Media by the Cookie Files for the social media plug-in, the user should look for the cancellation link in the general settings of the user's social media accounts and click on it.

***Analytical Cookie Files***

We use Cookie Files that gather information on the manner of using and browsing Digital Media ("**Analytical Cookie Files**"). For instance, these files record information on the most frequently visited websites, IP addresses, browser type, Internet provider, referring/exit pages, operating system, date/time and data concerning the history of the visited websites (click-stream). The information is used to analyze the trends, administer Digital Media, track the user traffic on Digital Media and collect demographic data on the base of our users as a whole.

Our Digital Media use the following Analytical Cookie Files:

Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
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Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
Google	Persistent Cookie Files, Session Cookie Files and Third Party Cookie Files	Google Analytics: Cookie Files and Google Analytics tools work together to transfer information on the manner of using Digital Media.

To cancel tracking of all visited Digital Media performed by the Analytical Cookie Files, go to <http://tools.google.com/dlpage/gaoptout>.

### ***Marketing and Profiling Cookie Files***

We partner with external advertising agencies so that while accessing our Digital Media we can display advertising and allow the agencies to post and share their own Cookie Files on the user’s device during the display of advertising. The agencies can use the data obtained via their Cookie Files (this do not include the first and last name of the user, their address, e-mail address or their phone number) while accessing our and other Digital Media by the user, together with the data that does not allow the identification of the user and concerning their shopping and interests from other Digital Media to display advertising of the goods and services that are of interest to the user (“**Marketing and Profiling Cookie Files**”).

Our Digital Media use the following Marketing and Profiling Cookie Files:

Entity inserting the Cookie File	Type of Cookie File	Description/purpose of the Cookie File
BlueKai	Persistent Cookie Files and Third Party Cookie Files	Profiling tag: BlueKai installs a tracking tool on the user’s devices that gathers the data on the user’s search results on various websites via a unique tool ID number. The Polish Vodka Foundation uses the data to establish the users’ profiles and accurately define the market segments to be used during the marketing campaign strategy.
Google	Persistent Cookie Files and Third Party Cookie Files	Advertising Cookie Files: Google Advertising Cookie Files are used to adjust the advertising in the Google properties, such as Google Search. For instance, the Cookie Files are used to record the last user search results, their earlier response to the advertising of a given advertiser or search results, as well as visits to the advertiser’s website.

To cancel tracking of all visited Digital Media performed by BlueKai, go to <http://www.bluekai.com/consumers.php#optout>.

To cancel tracking of all visited Digital Media performed by the Advertising Cookie Files, go to <http://tools.google.com/dlpage/gaoptout>.

### **c. Flash Cookie Files**

We use Flash Cookie Files (also called Local Stored Objects) and similar technologies to personalize and enrich the user's online activity.

Information on how to manage the Flash Cookie Files can be found at:

[http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager06.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager06.html)

Please note that rejecting Flash Cookie Files means that our Digital Media cannot work properly and, thus, preventing the user from using it fully.

## **4. Cookie File storage period**

Cookie Files are stored for a maximum period of time, in line with the requirements of the law, starting from the first time they are saved on the user's terminal.

## **5. Controlling the Cookie Files in Digital Media**

Apart from the Necessary Cookie Files, only the Cookie Files described hereinabove shall be installed on the user's device [in the case of further searches, after having read the information on the banner on the home page].

The user can control how the user's browser uses the Cookie Files (it should be described in the "Help" section of the browser).

Please note that disabling or blocking the Cookie Files might prevent the user from logging onto their account, browse the contents or use other functions of our Digital Media and may lead to a situation where our Digital Media do not function at all or function in an unexpected manner.

When using various devices to browse and access our Digital Media (computer, smartphone, tablet, etc.) the user should make sure that each browser is adjusted to the user's preferences concerning the Cookie Files.

## **6. Contact**

Should you have any questions or concerns on our manner of using the Cookie Files, please contact us at: [kontakt@muzeumpolskiejwodki.pl](mailto:kontakt@muzeumpolskiejwodki.pl).

**Last update:** [04.08.2017]