# Fundacja Polska Wódka Cookies Policy

Subject to your consent when required by applicable law, our website uses cookies and similar technologies ("**cookies**").

This Cookies Policy (the "**Policy**") describes how **Fundacja Polska Wódka** with its registered office in Warsaw, Plac Konesera 1, 03-736 Warsaw ("**Foundation**" or "**we**"), is committed to respecting your privacy regarding its use of cookies on its websites, applications, pages on social media etc. (the "**Digital Media**").

Before using our Digital Media, please read carefully this Cookies Policy (including the Foundation Online Privacy Policy). If you do not agree to this Cookies Policy or the Foundation Privacy Policy, do not use our Digital Media.

We reserve the right to make changes to this Cookies Policy or the Foundation Privacy Policy at any time. Such changes should occur in a near future to take into account the e-Privacy Regulation provisions which is currently debated at the EU Parliament level and recommendations of the data protection authorities.

We will notify you by appropriate mean of any material/substantive change in this Cookies Policy or in the Foundation Privacy Policy. You are also invited to regularly read this Cookies Policy or the Foundation Privacy Policy to make sure you are aware of any change and how your Personal Data may be used.

## 1. What is a cookie?

Cookies are small text files or pieces of information that are stored on your computer or mobile device (such as a smartphone or tablet) when you visit our Digital Media. A cookie will usually contain the name of the website/ application from which the cookie has come from, the duration of the cookie (i.e. how long the cookie will remain on your device), and a value, which is usually a randomly generated unique number.

## 2. Why do we use cookies?

We use cookies to make our Digital Media easier to use and to better tailor our Digital Media and our products to your interests and needs.

Cookies can do this because our Digital Media can read and write these files, enabling them to recognise you and remember important information that will make your use of our Digital Media more convenient (for example by remembering preference settings).

Cookies may also be used to help speed up your future activities and experience on our Digital Media. We also use cookies to compile anonymous, aggregated statistics that allow us to understand how users use our Digital Media and to help us improve the structure and content of our Digital Media.

## 3. What are the different types of cookies we use?

The types of cookies that we may use can be either session or persistent, or first party or third party cookies.

- **Persistent cookies** are used to save your login information and remember your settings for future logins to our Digital Media. A persistent cookie is a cookie stored as a file on your computer, and it remains there when you close your web browser. The cookie can be read by the Digital Media that created it when you visit it again.

- **Session ID cookies** are used to enable certain features of our Digital Media and services, to better understand how you interact with our Digital Media and to monitor aggregate usage and web traffic routing. Unlike persistent cookies, session cookies are deleted from your computer when you close your browser. They usually store an anonymous session identifier on your computer allowing you to browse a website / application (for example) without having to log in to each page.

- **First party cookies** are our own cookies, which we use to improve your experience. No third party has access to the information we collect through our own cookies.

- **Third party cookies** are cookies placed on our Digital Media by third parties to provide their services, including advertising cookies. They set cookies (third party cookies) on your device on our behalf when you visit our Digital Media to allow them to deliver the services they are providing. You will find more information about these cookies in their privacy policies.

You will find below a list of the different types of cookies we use on our Digital Media. To the extent information collected through cookies constitutes Personal Data, the provisions in the Foundation Online Privacy Policy apply in addition to this Cookie Policy.

### a. Essential Cookies

Essential cookies are first party cookies which are strictly necessary for our Digital Media to work and to use its services and features.  Without these cookies, our Digital Media will not perform as smoothly for you as we would like it to and we may not be able to provide the Digital Media or certain services or features thereof you request.

We also use technical cookies which allow our Digital Media to remember choices you make (such as your user name, language or the region you are in) for customization and personalization purposes. These cookies do not gather any information about you that will be used for advertising purposes or to remember your browsing history on the internet.

| Who is placing the cookie? | Type | Description/purpose |
|---|---|---|
| Foundation | Persistent cookie | Visibility Cookies: Foundation installs a cookie on your computer which indicates whether or not you have been informed of the use of cookies through a banner notice being displayed, and then whether you have indicated your consent to the use of cookies that are not strictly necessary for the provision of the service. |
| Foundation | Persistent cookie | Device Identifier Cookie: Foundation installs a cookie on your computer which identifies you and tells the website/ application that you are logged in. |
| Foundation | Persistent cookie | User Local Cookie: Foundation installs a cookie which is used to remember local specific selections made by you such as language preferences. |

These cookies are necessary to the operation of our Digital Media, are considered as non-privacy intrusive cookies improving internet experience and therefore they do not necessitate consent and you cannot opt-in or opt-out to their use.

### b. Social Media Plug-in Cookies

We use buttons to enable sharing of pages with social networking sites. These buttons may place a third party cookie on your device, which could gather usage information.

Our Digital Media uses the following social media cookies:

| Who is placing the cookie | Type | Description/purpose |
|---|---|---|
| Facebook | Persistent cookie | Facebook Social Media Button: Cookies are used to facilitate the sharing of content of our Digital Media on Facebook. |
| Twitter | Persistent cookie | Twitter Social Media Button: Cookies are used to facilitate the sharing of content of our Digital Media on Tweeter. |

To opt out of being tracked by the Facebook Social Media Button and Twitter Social Media Button on all the websites you visit, go to the General Account Settings of your Facebook and Twitter accounts, locate and click the opt-out link.

To opt-in or opt-out of being tracked only on our websites/applications, use the Cookie Set Up Tool.

### c. Analytics Cookies

Our Digital Media may also use Google Analytics cookies. These third party cookies collect information about how you use and move around our Digital Media. For example, these will keep track of what pages are most visited, Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information to analyze trends, to administer the Digital Media, to track users' movements around our Digital Media and to gather demographic information about our user base as a whole.

Our Digital Media use the following analytical cookies:

| Who is placing the cookie? | Type | Description/purpose |
|---|---|---|
| Google | Persistent and session ID cookies | Google Analytics: The cookies Google Analytics work together to give us information about how people use our Digital Media. |

To opt out of being tracked by Google Analytics cookies on all the websites you visit, go to http://tools.google.com/dlpage/gaoptout.

To opt-in or opt-out of being tracked only on this Website, use the Cookie Set Up Tool.

### Marketing and profiling cookies

We work with third-party advertising companies to serve ads while you are visiting our Digital Media and permit these companies to place and access their own cookies on your device in the course of serving advertisements on our Digital Media. These companies may use information obtained through their cookie (which does not include your name, address, e-mail address or telephone number) about your visits to our and other websites/applications, in combination with non-personally identifiable information about your purchases and interests from other online sites in order to provide advertisements about goods and services of interest to you.

Our Digital Media uses the following advertising cookies:

| Who is placing the cookie | Type | Description/purpose |
|---|---|---|
| BlueKai | Persistent cookies | Profiling tag. BlueKai installs a tracker on the user's devices which collects data on the browsing of the user on different websites using the tracker's unique ID number. Foundation uses the data to profile the users and define detailed market segments, for use in the marketing campaign strategy. |
| Google | Persistent cookies | Advertising Cookies. The Google advertising cookies are used to customize ads on Google properties, like Google Search. For example, these cookies are used to remember your most recent searches, your previous interactions with an advertiser's ads or search results and your visits to an advertiser's website. |

To opt out of being tracked by BlueKai on all the websites you visit, go to http://www.bluekai.com/consumers.php#optout.

To opt out of being tracked by Google advertising cookies on all the websites you visit, go to http://tools.google.com/dlpage/gaoptout.

To opt-in or opt-out of being tracked only on our websites, use the Cookie Set Up Tool.

*Flash cookies*

We also use Flash Cookies (also known as Local Stored Objects) and similar technologies to personalize and enhance your online experience.

You can learn how to manage Flash Cookies by visiting the following website: http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager06.html.

Please note that rejecting Flash cookies is likely to mean that our Digital Media will not operate properly and accordingly you will not be able to take full advantage of the Digital Media.

To opt-in or opt-out of being tracked only on our Digital Media, use the Cookie Set Up Tool.

## 4. How long are cookies stored?

Cookies will have a maximum retention period after being placed on the user's terminal as required by applicable law.

## 5. How to control cookies on our Digital Media?

Except for cookies which qualify as essential, the cookies described above will be installed on your computer only if expressly consent to them.

In order to make your own choice, please use the link to the Cookie Set Up Tool which is also accessible from the Banner to consent/turn on or off non-essential cookies on our Digital Media, by clicking the relevant button as it will appear on the menu as follows:

ON

OFF

**Social Media Cookies to share content on Facebook and Twitter**

**Analytics Cookies to analyze our web audience**

**Advertising Cookies for profiling and targeted advertising**

ON

**Flash cookies to enhance your web-browsing experience**

OFF

You can also control how your browser uses cookies and your browser's 'Help' function should be able to tell you how to do this.

Please note that depending on the cookies you turn on or disable, you may not be able to login to your account, view content or use other features of our Digital Media and may find that parts of our Digital Media either do not function at all or behave unexpectedly.

If you use different devices to view and access our Digital Media (e.g. your computer, smartphone, tablet etc.) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

## 6.      How to contact us?

If you have any questions, comments, or concerns about the use of cookies, please contact kontakt@pvm.pl .

*Last update:* February, 2023