

## Cookie Policy

Our website <https://klk-trade.com>, like almost all other websites, uses cookies.

### What are cookies?

Cookies are small text information stored on your terminal device (e.g. computer, tablet, smartphone) that can be read by our teleinformation system (own cookies) or the ICT system of third parties (third party cookies). Some cookies used by us are deleted after the end of the web browser session, i.e. after it has been closed (so-called session cookies). Other cookies are stored on your end device and allow us to recognize your browser the next time you access the site (persistent cookies). If you want to learn more about cookies as such, please, watch, for example, this material: [https://pl.wikipedia.org/wiki/HTTP\\_cookie](https://pl.wikipedia.org/wiki/HTTP_cookie).

### Consent to cookies

During the first visit to the website, you are shown information about the use of cookies with a question about permission to use these files. In addition, you can always change cookie settings from your browser or delete cookies at all. Browsers manage cookie settings in various ways. The auxiliary browser menu involves explanations of changing cookie settings. You can also manage cookie settings by installing special adds allowing to control cookies, such as Ghostery (<https://www.ghostery.com>).

Please remember that disabling cookies may cause difficulties in using the website, as well as in many other websites using cookies.

### What cookies do we process?

- necessary cookies to ensure the proper functioning of the website (site navigation and access to secure areas of the website). Our website cannot function properly without these cookies,
- preferences cookies that allow our website to remember information that changes the appearance or functionality of the website, e.g. your preferred language or the region in which you are located,
- statistics cookies help us understand how different users behave on the site by collecting and reporting anonymous information,
- marketing cookies are used to track users on websites. The aim is to display advertisements that are relevant and interesting to individual users and therefore more valuable to publishers and third party advertisers.

**Third party cookies.** Similarly to most of today's websites, our website uses functions provided by third parties, which involves the use of cookies from third parties. The use of these types of cookies is described below

**Google Analytics.** We use the Google Analytics tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We implement activities in this area based on our legitimate interest in the production of statistics and their analysis in order to optimize our websites.

Google Analytics automatically collects information about using our site by you. Such collected information is usually transmitted to a Google server in the United States and stored there.

Due to the IP anonymisation activated by us, your IP address is shortened before providing.



Only in exceptional cases, the full IP address is provided to a Google server in the United States and shortened there. As a rule, the anonymized IP address provided by your browser as part of Google Analytics is not combined with other Google data.

We strongly emphasise that Google Analytics does not collect any data allowing your identification. Therefore, data collected as part of Google Analytics are not personal data. The information to which we have access under Google Analytics is, in particular:

- information about the operating system and web browser you use,
- sub-websites you view as part of our website,
- time spent on our website and on its sub-websites,
- transitions between individual sub-websites as part of our website,
- the source from which you go to our website.

In addition, we use Google Analytics in the following Advertising Features:

- demographic reports and interests,
- remarketing,
- advertising reporting functions, user-ID.

We do not collect personal data as part of Advertising Features. The information to which we have access is, in particular:

- age range in which you are in,
- your gender,
- your approximate location limited to the city,
- your interests determined on the basis of on-line activity.

In order to use Google Analytics, we implemented a special Google Analytics tracking code in the code of our website. The code uses tracking cookies LLC on Google Analytics. You can also block the Google Analytics tracking code at any time by installing the browser plug-in provided by Google: <https://tools.google.com/dlpage/gaoptout>

The ISO 27001 independent security standard has certified the Google Analytics and Google Analytics 360 services. ISO 27001 is one of the most recognized standards in the world and certifies compliance with the relevant requirements by systems that support Google Analytics and Google Analytics 360.

If you are interested in details related to the privacy of Google Analytics, you can read the explanations prepared by Google: <https://support.google.com/analytics/answer/6004245>.

**Google Ads.** We use the Google Ads advertising program operated by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA to conduct advertising campaigns, including remarketing. We implement our activities in this respect based on our legitimate interest in marketing our own products or services.

When visiting our website, Google's cookie remarketing file will automatically be left on your device, which allows you display interest-based ads using a pseudonymous identifier (ID) and based on the websites you visit.

The information will be further processed only if you have agreed to Google to combine browsing history and use of the application with your account and to use the information from your Google account to personalize ads that are displayed on the websites. If, in this case, you are logged in when you visit our website on Google, Google will use your data together with Google Analytics data to create and define lists of target groups for remarketing purposes on different devices. For this reason, Google combines temporarily collected information with Google Analytics data to create target groups.

We emphasize that we do not collect any data that would allow your identification using Google Ads. Possible collection of data to provide them a character of personal data can be done on Google's website, but in this respect, we no longer



accept responsibility, because Google implements these activities on the basis of an agreement with you as a user of Google services.

By using Google Ads, we are only able to define the groups of recipients to whom we would like our ads to reach. On this basis, Google decides when and how it will present you our advertising.

In order to use Google Ads, we implemented a special Google Ads conversion pixel in our website code. Pixel uses Google LLC cookies for Google Ads. You can manage your ad settings directly on the Google website: <https://adssettings.google.com/>.

If you are interested in details related to the privacy of Google Ads, you can read the Google privacy policy: <https://policies.google.com/privacy>.

This policy is effective from April 2, 2024 and was updated on June 14, 2024 and may be subject to further changes.