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**Cookie policy**

**What is a "cookie"?**

Cookies are small files stored on your device by websites you visit. Cookies contain various pieces of information that are often necessary for the website to function properly. Cookies are encrypted so that unauthorised people cannot access them. The information collected from cookies can only be read by BCUBE Poland and - for technical reasons - trusted partners whose technology we use.

**For what purpose do we use cookies?**

We divide cookies according to the purpose for which we use them - into technical, analytical and marketing cookies:

* Technical cookies - are essential for the website to function properly. We use them to:

- ensure that the page is displayed appropriately - depending on which device you are using,

- to adapt our services to your choices that are technically relevant to the operation of the website, e.g. the language you have chosen,

- remember whether you consent to the display of certain content.

* Analytical cookies - are necessary to measure the effectiveness of our marketing activities without identifying personal data and to improve the functioning of our website. We use them to:

- examine statistics on site traffic and check traffic sources (redirection directions),

By accessing the BCUBE Poland website, you may not agree to the use of cookies for analytical purposes.

For analytical purposes, BCUBE Poland uses Google Analytics. Google Analytics provided by Google Ireland Limited allows you to measure website traffic.

* Marketing cookies - installed on the user's device only if the user consents, by means of which:

- we profile the advertisements displayed both on external websites and on the BCUBE Poland website according to users' preferences in terms of service selection, including users' behaviour on the website.

If you consent to marketing cookies, then we will be able to use information about your behaviour on the website to tailor advertisements. If you would like us to stop collecting this information - simply delete the cookies from your device e.g. computer, smartphone or tablet. When you revisit the BCUBE Poland website, you will be asked again to decide whether to consent to marketing cookies (you will be provided with the freedom to decide each time). You can also change your consent settings at any time - click and adjust your cookie consents.

Marketing cookies will be valid for a maximum period of 5 years after installation.

By accessing the BCUBE Poland website you may not agree to the use of cookies for marketing purposes. We will then not be able to tailor our advertisements based on the information collected by BCUBE Poland

We use technology provided by Google to broadcast advertisements on the Internet, so please additionally specify whether you consent to the profiling of advertisements on the Internet at this address.

Google Marketing Platform and Google Ads use cookies, for which the application is referred to as Google, Google Marketing Platform or Google Ads in the cookie details.

Google Marketing Platform and Google Ads may process personal data worldwide, including in the USA. The data may be used, for example, by authorities of countries for control purposes without legal remedies.

**How long will we use cookies?**

We also divide all cookies according to the length of time they are installed in the user's browser into:

* Session cookies - remain on the user's device until the user leaves the website or the software (web browser) is switched off. These are primarily technical cookies.
* Persistent cookies - remain on the user's device for the time specified in the file parameters or until they are manually deleted by the user.

**Can I opt out of accepting cookies?**

You can always change your browser settings and refuse requests to install cookies. Disabling cookies may affect how our website is displayed in your browser. In some cases, the website may not display at all.

How do I disable/enable cookies?

You can change the cookie settings of your browser at any time, including deleting cookies and blocking the reinstallation of cookies.

Depending on the browser you use, the option to delete or withdraw consent to the installation of cookies may vary. Below you will find links to sample instructions.

Chrome - https://support.google.com/chrome/answer/95647?hl=pl

Firefox - https://support.mozilla.org/pl/kb/ciasteczka?esab=a&s=ciasteczka&r=0&as=s

Opera - https://help.opera.com/pl/latest/web-preferences/#cookies

Safari - https://support.apple.com/pl-pl/HT201265

Microsoft Edge - https://support.microsoft.com/pl-pl/microsoft-edge/wy%C5%9Bwietlanie-i-usuwanie-historii-przegl%C4%85darki-w-programie-microsoft-edge-00cf7943-a9e1-975a-a33d-ac10ce454ca4

You can also change your cookie consent settings at any time - click and adjust your cookie consents.