

— **Cookie** Policy

This policy explains how Onwelo Spółka z o.o. ("Onwelo") uses cookies and other similar technologies on our official website: www.onwelo.com.

WHAT ARE COOKIES?

A cookie is a short text file sent to your desktop or mobile browser by a website when you view it.

Cookies contain information about the time they were saved on the end device, the domain name, and a unique number (cookie ID) that identifies the browser from which you connect to the website. Cookies allow websites to remember data related to your visit and may provide information such as your geographical location, the way you have reached the site, how much time you have spent on its different subpages, and the type of device you use (desktop/mobile, operating system).

WHAT COOKIES DO WE USE AND FOR WHAT PURPOSE?

We use cookies to ensure that our site works properly, track the way you use it, enhance its features, boost user experience, and better adapt the site to your interests.

We rely on the following cookie categories:

- ★ **essential cookies:** these cookies are necessary; they enable you to move around the website and use its features, e.g. by displaying the appropriate version depending on your device. These cookies will be saved and used even if you otherwise reject cookies.
- ★ **preference cookies:** these cookies allow us to match our website to what our users want and need, e.g. to remember their preferred region or language. These data are only stored for a short period of time and have a very limited use. Preference cookies are also completely anonymous. We do not use them for any other purpose. They are only used if you give your consent in the pop-up cookie banner.
- ★ **statistic/analytics cookies:** these cookies collect data on how you use our site, e.g. data about your most frequently visited pages, so we can make sure the content we show you is relevant to you, find out what users are interested in and how the website can be enhanced. We also employ tracking pixels to count website visits and performance cookies to check how many unique users visit our website and how often. This information is only used for statistical purposes. Statistic/analytics cookies are only used if you give your consent in the pop-up cookie banner.
- ★ **marketing/tracking cookies:** these cookies help us deliver ads that better match your needs, both on our own site and on external sites, in accordance with your selected services and preferences. They also help measure the performance of advertising campaigns. They remember that you have previously visited our website and may share this data with third parties, such as advertisers. Marketing/tracking cookies are only used if you give your consent in the pop-up cookie banner.

We use both our own cookies, which are created and controlled by Onwelo and can only be read by our website, and third-party cookies, which are stored by external providers or organizations.

To learn more about cookies and how we use them, consult „**Cookies used by Onwelo**” below.

HOW LONG WILL COOKIES BE USED?

Depending on the time they are installed in the browser, cookies can also be divided into the following categories:

- ★ **session cookies** – these cookies remain on your device only until you leave the website or close the browser window,
- ★ **persistent cookies** – these cookies are not automatically deleted when you close the browser window, but remain on your device until they expire or you erase them manually.

Our website uses both types.

HOW CAN YOU CONTROL COOKIES?

As essential cookies are necessary for you to be able to browse the website, we use them without your prior consent. However, all other cookie types are only installed if you give your explicit consent in the pop-up cookie banner on our website: we will ask you to accept or reject cookies on each visit.

You can withdraw your consent at any time, e.g. by deleting cookies from your browser (to do so, just clear your browsing history) and blocking their future installation. Depending on your browser, the way to delete or reject cookies may vary. To find more information and detailed instructions on how to manage cookies, check your browser's privacy and cookie settings.

However, before you decide to reject cookies or change your browser settings, remember that these files are meant to improve your user experience. They allow us to show you ads that are more relevant to your interests. Disabling cookies may also affect how our website is displayed in your browser.



COOKIES USED BY ONWELO

★ Essential and preference cookies

Name	Description	Retention period	Owner
PHPSESSID	Preserves your session state across page requests	Session	www.onwelo.com
PII_language	Manages website language options. Remembers your language preferences the next time you visit our website. This cookie also collects language data if they are not otherwise available	1 year	www.onwelo.com
rc::a	Serves to distinguish between bots and humans. This is good for our website because it allows us to compile valid site use reports	Persistent	www.onwelo.com
rc::c	Distinguishes between bots and humans	Session	www.onwelo.com
wordpress_eli	Reduces ad display frequency for frequent guests	Session	WordPress
wordpress_logged_in	Checks whether you are logged in to WordPress.com	Session	WordPress
wordpress_test_cookies	Checks if cookies are enabled to ensure a good user experience	Session	WordPress
wp-settings-time	Time of wp-settings-{user}	1 year	WordPress
wordpress_sec	Protects against hacker attacks	15 days	WordPress

★ Statistics/analytics cookies

Name	Description	Retention period	Owner
_gid	Counts and tracks page views	1 day	Google
_ga	Counts and tracks page views	2 years	Google

Name	Description	Retention period	Owner
_gat	Used by Google Analytics to throttle request rate	1 day	Google
collect	Sends user device and behavior data to Google Analytics. Tracks users across devices and marketing channels	Session	Google

★ Marketing/tracking cookies

Name	Description	Retention period	Owner
__Secure-3PA-PISID	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	2 years	Google
SAPISID	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	2 years	Google
APISID	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	2 years	Google
HSID	Used for security purposes to store digitally signed and encrypted user Google Account ID and last sign-in records, allowing Google to authenticate users, prevent the fraudulent use of login credentials, and protect user data from unauthorized parties. Also used for targeting purposes to deliver relevant and personalized ad content.	2 years	Google
SID	Used for security purposes to store digitally signed and encrypted user Google Account ID and last sign-in records, allowing Google to authenticate users, prevent the fraudulent use of login credentials, and protect user data from unauthorized parties. Also used for targeting purposes to deliver relevant and personalized ad content.	2 years	Google
__Secure-3PSID	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	2 years	Google

Name	Description	Retention period	Owner
SIDCC	Used to collect data on how users interact with the website and any ads they might have seen before visiting it. Allows to customize ad content on Google platforms by remembering your most recent searches, previous interactions with ads or search results, and visits to an advertiser's website	1 year	Google
__Secure-3PSIDCC	Used to deliver customized ads that are relevant to your interests	2 years	Google
SSID	Used by Google to store your data and preferences when you view websites that contain Google Maps	2 years	Google
CONSENT	Store your search engine settings to customize ads and analyze personal Google search engine use	Persistent	Google
NID	Used to store your unique Google ID preferences, such as your preferred language (e.g. English), number of search results per page (e.g. 10 or 20), and whether you want the Google SafeSearch Filter switched on or off. These preferences might be used to optimize and/or personalize ads across Google networks	1 year	Google
AID	Used for targeting. Stores Google ID data so as to sync your activity across devices (if you have previously signed in to your Google account on another device) in order to show more relevant and personalized ads across all devices	6 months	Google
spin	Facebook advertiser cookies, used to compile reports on social media campaigns, troubleshoot campaign set up, and build aggregated audience pools for the purposes of targeting based on user behavior on and off campaign sites	1 year	Facebook
fr	Used by Facebook to deliver, measure, and enhance the relevance of their ad content, as well as provide ad products on Facebook	3 months	Facebook
DV	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	6 hours	Google

Name	Description	Retention period	Owner
1P_JAR	Used to collect data on how users interact with the website and any ads they might have seen before visiting it. Allows to customize ad content on Google platforms by remembering your most recent searches, previous interactions with ads or search results, and visits to an advertiser's website	1 month	Google
_fbp	Tracks and stores site visits	3 months	Facebook
ANID	Used for targeting. Allows to build user interest profiles in order to deliver more relevant and personalized Google Ads content	2 years	Google
xs	Stores the unique session ID	3 months	Facebook
_uetvid	Tracks and stores site visits	16 days	Google
dpr	Used by Facebook to support social sharing and integrate Facebook services	2 years	Facebook
sb	Stores browser data	2 years	Facebook
datr	Used by Facebook to support social sharing and integrate Facebook services	2 years	Facebook
OTZ	Optimizes add-ons such as Google search engine	1 month	Google
c_user	Stores the unique user ID	90 days	Facebook
_lfa_expiry	Contains the expiry date for a cookie of a specific name	Persistent	www.onwelo.com
ads/ga-audiences	Used by Google AdWords to re-engage users who could be converted into customers, based on the cookie data scan report: 2/3 of online behavior across websites	Session	Google
tr	Used by Facebook to deliver a series of ad products, such as real-time bidding, provided by third-party advertisers	Session	Facebook

MORE INFORMATION ABOUT GOOGLE ANALYTICS

Our website also relies on Google Analytics, a web and traffic analytics service provided by Google Inc. ("Google").

Google Analytics uses cookies to help websites understand the ways in which users interact with them. Site use data generated by the cookies (including IP addresses) is sent and stored by Google on servers in the US.

Since our website has enabled IP address anonymization, Google will shorten your IP address in all EU member states and other countries that are parties to the EEA Agreement. In exceptional cases, the full IP address may be saved on a Google server in the US and shortened there.

Google will use this data on our behalf to assess the way users interact with our website, create site traffic reports, and provide other related services.

Google may also share these data with third parties if required to do so by the law or if the data is processed by a third party on behalf of Google.

You can reject Google Analytics cookies in the cookie banner, by choosing appropriate browser settings, or by downloading and installing a browser add-on here: <https://tools.google.com/dlpage/gaoptout?hl=en>.

For more information, go to: <https://policies.google.com/privacy?hl=en>.

MORE INFORMATION ABOUT DATA PROCESSING

Our website and your personal data are controlled by Onwelo Spółka z o.o., with a seat in Poland, Warsaw (00-838 Warsaw), ul. Prosta 67.

Onwelo has appointed a dedicated Data Protection Officer, who can be contacted at: personaldata@onwelo.com.

For more information about the manner and purpose of personal data processing, please consult our [Privacy Policy](#).

HOW CAN YOU CONTACT US?

If you have any questions concerning our Cookie Policy, contact our Data Protection Officer at: personal-data@onwelo.com.

COOKIE POLICY UPDATES

Any updates to this Cookie Policy will go into effect when a new version is published on our website. The current version of the Policy (1.2) applies as of 9 October 2023.

