

## Cookie Policy

Our website [www.purinova.com](http://www.purinova.com), like almost all other websites, uses 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).

Below, you can find detailed information on cookies used within our website.

**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.

**Own cookies.** We use our own cookies in order to ensure the proper functioning of the website. In addition, our cookies store information about your consent to the use of cookies.

**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>.

**Facebook Pixel.** We use the marketing tools available on Facebook, provided by Facebook Inc., 1601 S. California Ave. Palo Alto, CA 94304, USA. As part of these tools, we provide you with advertisements on Facebook and analyse your behaviour as part of our website. We implement activities in this area based on our legitimate interest in the form of marketing of our own products or services, as well as the analysis and optimization of the website.

In order to send you personalized ads for your behaviour on our website, we implemented Pixel Facebook on our website, i.e. a tool which automatically collects information about your use of our website in terms of viewed websites. Information collected in this way is usually transmitted to a Facebook server in the United States and stored there.

Information collected as part of Facebook's Pixel is anonymous, i.e. it does not allow us to identify you. We only know what actions you have taken as part of our website. However, we would like to inform you that Facebook may combine this information with other information about you collected as part of your use of Facebook and use it for its own purposes, including marketing. Such Facebook activities are no longer dependent on us, and you can search for information about them directly in Facebook's privacy policy:

<https://www.facebook.com/privacy/explanation>. You can also manage your privacy settings from your Facebook account.

**Social tools.** Our websites use plug-ins and other social tools provided by social networks, such as Facebook, Twitter, Instagram, Google, LinkedIn.

By displaying our website containing such a plug-in, your browser will establish a direct connection to social network administrators (service providers) servers. The content of the plug-in is provided by a given service provider directly to your browser and integrated with the website. This integration allows the service providers to receive information that your browser has displayed our website, even if you do not have a profile with your service provider or if you are not logged in. This information (along with your IP address) is sent by your browser directly to the server of a given service provider (some servers are located in the USA) and stored there.

If you have logged in to one of the social networking sites, this service provider will be able to directly assign a visit to our website to your profile in a given social network.

If you use a given plug-in, for example by clicking on the "Like" or "Share" button, the relevant information will also be sent directly to the server of the given service provider and stored there.

In addition, this information will be published on a given social network and will appear to people added as your contacts. The purpose and scope of data collection and their further processing and use by service providers, as well as the possibility of contact and your rights in this area and the possibility of making settings to protect your privacy are described in the privacy policy of individual service providers.

- Facebook - [https://www.facebook.com/legal/FB\\_Work\\_Privacy](https://www.facebook.com/legal/FB_Work_Privacy)
- Instagram - [https://help.instagram.com/519522125107875?helpref=page\\_content](https://help.instagram.com/519522125107875?helpref=page_content),
- Twitter - <https://twitter.com/en/privacy>,
- Google - <https://policies.google.com/privacy?hl=pl>,
- LinkedIn - <https://www.linkedin.com/legal/privacy-policy>.

If you do not want social networking websites to assign data collected during the visit to our website directly to your profile in a given website, you have to log out of this website before you visit our website. Furthermore, you can completely prevent loading on the plug-in website by using the appropriate extensions for your browser, e.g. blocking

scripts.

This policy is effective as of May 25, 2018 and was updated on April 20, 2023 and may be subject to further changes.