Cookie Policy – Cookies and similar technologies

Appunite

Poznań 2024

Table of contents

1. Definitions

1.1 Controller – Appunite Spółka Akcyjna with its registered office in Poznań (61–555) at 3A/3 Droga Dębińska entered in the register of entrepreneurs of the National Court Register kept by the District Court Poznań – Nowe Miasto and Wilda in Poznań, VIII Economic Department of the National Court Register, under KRS number: 0000964739, NIP 7831812112, REGON 385381222 (hereinafter: "**Controller**")

Contact with the Controller is possible at the physical address: Droga Dębińska 3a/3 Street, 61–555 Poznań, Poland or at the e-mail address: *dpo@appunite.com*.

1.2 Cookies – small text files stored on the User's device when using the Website and any other similar technologies used to collect information about the User's activity on the Website. Cookies may come from the Controller or from the Controller's trusted partners.

1.3 Cookie Policy – this Cookie Policy.

1.4 Website – the website operated by the Controller at *https://www.appunite.com*

1.5 User – any natural person visiting the Service.

2. What are Cookies used for on the Website?

2.1 The Controller uses Cookies primarily to enable the User to access the Website and to facilitate the User's use of the Website.

2.2 The Controller also uses Cookies for analytical and marketing purposes – but only if the User agrees to this when accessing the Website for the first time.

2.3 The Controller also uses other technologies and technical solutions that allow access to information stored on the User's device or browser (e.g. Local Storage, through which the Controller gains access to information stored while using the Website in a separate part of the User's browser memory).

3. What types of Cookies are used on the Website?

3.1 Cookies used on the Website are divided into the following categories:

TYPE	DESCRIPTION
Essential Cookies	These Cookies are installed to provide the User with access to the Website and its basic features, and therefore do not require the User's consent. Without the necessary Cookies, the Controller would not be able to provide Users with services on the Website.
Optional Cookies	These Cookies are used by the Controller only if the User consents to them. These cookies are: ● **functional** – they allow the Controller to remember Users' preferences or choices (such as username, language, text size or other customizable elements) and provide Users with personalized content on the Service; ● **analytical and tracking** – allow you to see the number of visits and sources of traffic on the Website. They help identify which webpages are more or less popular and understand how users navigate the Website. This allows the Controller to improve the performance of the Website. ● **advertising** – they are used to deliver advertisements that are in line with interests and preferences of Users. Based on information from these files and activity on other websites, a profile of Users' interests is built.

4. Are Third Party Cookies used on the Website?

4.1 By using the Website, you may receive Cookies from third parties that cooperate with the Controller. More detailed information is provided below:

THIRD SUBJECT	DESCRIPTION
Analytics' services providers	In order to better understand how the Website works, the Controller works with analytics' services providers such as Google Analytics, Google AdSense, Hotjar, PIWIK Pro: Analytics, Conversion Tracking, Remarketing. For more information on how they use User data, click here: ● Google ● AdSense ● Hotjar ● PIWIK Pro
Other suppliers	Third–party providers that allow us to display videos, images on our website, hold webinars, marketing campaigns, recruitment processes. The files we use: ● Pipedrive (more information about files: Cookie Notice); ● Recruitee (more information about files: Privacy Policy).
Social networks	We use social network Cookies to share pages and content of interest on our website, these Cookies may also be used for advertising purposes. We use social network Cookies: Piksel, Facebook Pixel, Instagram, Linkedin, YouTube, Medium, Clutch.

5. How long are Cookies stored?

5.1 The Website uses permanent and session Cookies. Below you will find more information about how long they are stored:

TYPE	DESCRIPTION
Session Cookies	Some Cookies are temporary files, stored until you log out, leave the Website or turn off your web browser. These types of Cookies help analyze web traffic, identify and resolve technical problems, and make it easier to navigate the Website.
„Permanent" Cookies	Permanent Cookies are stored for the time specified in their parameters or until the User deletes them. They help the Controller remember the User's settings and preferences in order to make the User's next visit more convenient or to provide tailored content. Below is a list of cookies along with their lifespan: _gclau (Google AdSense) lifespan 3 months – used to experiment with advertising effectiveness; - ph_phc – lifespan 1 year; _ga (Google Analytics) used to distinguish between unique users – Google Analytics – lifespan 2 years; _fbp (Facebook Pixel) used to deliver ads and analyze their effectiveness – life span of 3 months.

6. No consent to the use of Cookies and the ability to change the setting of the Cookies

6.1 If you do not agree to the use of Cookies, you can manage and control them through your browser, including removing Cookies by deleting them from your "browsing history" when you leave the Website.

6.2 The Website uses a consent management platform (CMP) to help the User manage his/her Cookie preferences.

6.3 The User may use the CMP to change his/her cookie settings. CMP allows you to:

6.3.1 obtain detailed information about the Cookies used on the on the Website and the Controller's trusted partners;

6.3.2 give and withdraw consent for the Controller and trusted partners to use optional Cookies;

6.3.3 change previously selected settings.

7. Is it possible to change the Cookie settings from the web browser?

7.1 Your Internet browser should provide you with the ability to change your settings so as to reject, delete or block certain Cookies.

At these links you will find the relevant information for the most popular browsers:

- [Google Chrome](#)
- [Firefox](#)
- [Safari](#)
- [Internet Explorer](#)
- [Opera](#)

7.2 Since some Cookies are necessary for the functioning of the Website, changing your browser settings may prevent some services from working properly, or even may prevent you from using the Website altogether.

8. Changes to the Cookie Policy

8.1 The Cookie Policy shall be reviewed on an ongoing basis and updated as necessary.

8.2 The current version of the Cookie Policy applies since **01.10.2024**