## COOKIE POLICY

In this Cookie Policy (hereinafter, the Policy), we inform you about the technologies used on this website that help ensure the proper functioning of the website or monitor and analyse the behaviour of visitors of the website during their browsing sessions.

### WHAT ARE COOKIES?

A cookie is a small text file that a website sends to your web browser when you visit it and stores it on the device that you are using. For this reason, the site may "remember" your actions and options (such as registration name, language, font size, and other display options) for a certain period of time so that you do not have to re-enter them each time you visit the site.

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The websites use **own/first party** and/or **third-party** cookies. According to the function they perform, the cookies classify to:

- **Required cookies.** These cookies activate the basic browsing or access functions of the website. Without these cookies, the website will not work properly**.**

- **Functional or technical cookies.** These cookies help personalize the webpage by remembering the visitor's preferences and settings, such as his/her language choice or his/her geographic region.

- **Statistical or analytic cookies** that collect anonymous information and provide reports from which the website manager can learn how visitors use the website.

- **Marketing or advertising cookies.** They are used to track visitors on many websites to serve advertising that are tailored to them. They also limit the number of advertisings displayed and help evaluate the effectiveness of advertising campaigns. These are mostly cookies from third-party advertisers.

Cookies are divided into **session** and **persistent** cookies according to their validity period.

In terms of the location of their creation, there are two types of cookies:

- **First-party or own cookies** are created on the website that you are visiting.;
- **Third-party cookies** are created by other websites. As a rule, these sites own and include certain content, such as ads or images, that appears on the website you are visiting,

**Trackers** and digital fingerprinting are more sophisticated technologies that work without cookies (files stored on the user's device). For example, when a webpage uses tracking pixels / tags, a 1-pixel "image" is loaded each time a user accesses a particular webpage element, so that the server learns that a particular user with a specific IP address was in that webpage element, and that information is stored on the server. If the user does not consent to the collection of personal data, such elements of the website

are disabled immediately. Digital IDs are highly accurate, generated by a user's smart device, and unique IDs allow the same user to be identified at any time later.

**Web beacons**, uXDT, or Ultrasonic tracking technology work in such a way that when a website is visited, the computer generates an ultrasonic signal that is inaudible to humans but received by other smart devices running a certain app at the same time. The use of this technology requires a data protection impact assessment

**HOW WE USE COOKIES?**

We use cookies so that:

- the website could recognize you and remember your settings and preferences;
- by analysing your actions on the website, we could constantly improve its performance.

We do not use cookies to identify you. The cookies on our website are not used for any purpose other than those described here.

**WHAT COOKIES DO WE USE?**

We use the following cookies on the website:

| COOKIE NAME | COOKIE CATEGORY | DESCRIPTION | VALIDITY PERIOD |
|---|---|---|---|
| __Secure-YEC | Advertising cookie | Used by YouTube to store user preferences and display relevant video recommendations or ads. | Session cookie |
| _clck | Analytical cookie | Used by Microsoft Clarity to identify returning users and link multiple page views into a single session. | 1 year |
| _clsk | Analytical cookie | Used by Microsoft Clarity to combine multiple page views into a single session recording. | 1 day |
| _fbp | Advertising cookie | Used by Facebook to deliver advertisements when users visit this or other websites using Facebook advertising. | 3 months |
| _ga | Analytical cookie | Used by Google Analytics to track website traffic and user behavior. | 1 year and 1 month |

| | | | |
|---|---|---|---|
| _gid | Analytical cookie | Used by Google Analytics to identify users over a short period (1 day). | 1 day |
| ANONCHK | Analytical cookie | Used by Microsoft Clarity to track anonymous data and identify repeated visits. | 1 day |
| CLID | Analytical cookie | Identifies when a user first visited the website through the Microsoft Clarity tool. | 1 year |
| cookieyes-consent | Essential cookie | Used to store user consent preferences regarding cookies (CookieYes tool). | 1 year |
| mailerlite:webform:shown:5622511 | Functional cookie | Used by MailerLite to store information about displayed subscription pop-up forms. | 1 month |
| MR | Analytical cookie | Used by Microsoft Bing for analytics purposes. Helps understand how users interact with the website. | 7 days |
| MUID (.clarity.ms) | Analytical cookie | Microsoft Clarity identifier used to recognize a visitor across different websites. | 1 year |
| MUID (.bing.com) | Advertising cookie | Used by Microsoft Bing Ads for advertising purposes to identify a unique user ID. | 1 year |
| pll_language | Functional cookie | Used to store the user's chosen language setting on the website. | 1 year |
| SM | Essential cookie | Used by Microsoft Clarity for session management. | Session cookie |
| SRM_B | Advertising cookie | Used by Microsoft Bing to track the effectiveness of advertising. | 1 year |
| VISITOR_INFO1_LIVE | Advertising cookie | Used by YouTube to enable advertising services and store user preferences. | 1 year and 6 months |

| | | | |
|---|---|---|---|
| VISITOR_PRIVACY_METADATA | Functional cookie | Used by YouTube to store user privacy settings. | 1 year and 6 months |
| YSC | Essential cookie | Used by YouTube to track video views of embedded videos on websites. | Session cookie |
| __Secure-ROLLOUT_TOKEN | Functional cookie | Used by YouTube to ensure proper video display and manage experimental features. | 1 year and 6 months |
| test_cookie | Advertising cookie | Used by DoubleClick (Google) to check if the user's browser supports cookies. | 1 year |
| _gat_gtag_UA_71206930_1 | Analytical cookie | Used by Google Analytics to limit the request rate and improve data collection efficiency. Helps prevent excessive data transmission to Google Analytics. | 1 minute |

**THIRD-PARTY SERVICES**

We regularly use Google Analytics software to optimize marketing messages from Google LLC. It allows tracking visitors online behaviour: the time spent on the website, geographic location and usage specifics of the website. This information is collected through tracking pixels and/or cookies. The information obtained through tracking pixels and/or cookies is anonymous and is not bundled with personal data. Google processes personal information on its servers in various countries around the world. Personal information can be processed on a server that is not in the country where the user resides. We do not share this information with any other third parties that would be able to access it freely.

We use the Microsoft Clarity service on this website to help analyze how visitors interact with the site. Clarity collects anonymous data about user behavior (e.g., clicks, navigation, and interactions with content) to improve website functionality and user experience. The information is not used to identify individuals or shared for advertising purposes.

This website has an interface with third-party communication channels "Linkedin", "Facebook", "Instagram" and "Youtube" where we place information about the Company's activities and act as separate data controllers. The cookies used by this channel allow us to obtain aggregated statistics and insights into how visitors interact with our posts, ads, this website, videos and other content on these social media.

You can learn more about the third-party monitoring technologies used on our website here:

| Cookie identifier | Description | The moment of creation | Expiry date |
|---|---|---|---|
| „Linkedin“ visitor monitoring technologies used | „Linkedin“ visitor monitoring technologies are used to identify the visitor, ensure the safety of the visitor's account, monitor his behavior and provide adapted content, including advertisements. | During the visit | More information about Linkedin cookies: https://www.linkedin.com/legal/cookie-policy |
| User monitoring technologies used by Facebook | Facebook visitor and Messenger user monitoring technologies are used to identify the visitor, monitor their behavior and improve their content. | During the visit | More information about Facebook and Facebook Messenger cookies: https://www.facebook.com/policies/cookies |
| Instagram user monitoring technologies | Instagram visitor monitoring technologies are used to identify the visitor, monitor his / her behavior and provide customized content. | During the visit | More information on Instagram cookies: https://help.instagram.com/1896641480634370?ref=ig |
| Youtube user monitoring technologies | Youtube visitor monitoring technologies are used to identify the visitor, monitor his / her behavior and provide customized content. | During the visit | More information on Youtube cookies: https://policies.google.com/technologies/cookies?hl=en |
| Microsoft Clarity analytics cookies | Used to analyze user interaction with the website (e.g., to record mouse movements, clicks, and navigation | During the visit | More information: https://privacy.microsoft.com/en-us/privacystatement |

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|---|---|---|---|
| | paths). The data is anonymous and used solely for website improvement purposes. | | |

**HOW TO MANAGE COOKIES?**

In order for the website to function properly, you do not have to accept all the cookies used here but doing so will make browsing easier for you. You can block all but the necessary cookies, however, some features of this website may not work as intended and you may need to reset some options each time you visit our website.

Most browsers allow you:

- to check which cookies are stored and to delete cookies one by one;
- block all third-party cookies;
- block cookies from specific websites;
- block all cookies on the website;
- delete all cookie preferences when closing the browser.

It is important to remember that the website requires "Required cookies" to function properly, it is not possible to disable these cookies.

**VERSIONS OF THE COOKIE POLICY**

We regularly review the cookies used on the website and, if necessary, notify you of any material changes to the visitor tracking technology used here by updating this Cookie Policy.

The latest revision of this Policy was made on 10/22/2025.