COOKIE POLICY

MODUE.COM

What is the Cookie Policy?
This Cookie Policy, which is an extension of the Online Store's Privacy Policy, addresses specific issues regarding our use of cookies, pixel codes and the implementation of other Internet technologies and the processing of personal data through them.

In this Policy you will find information about this:

- What are cookies and what are their types,
- What Internet technologies are used on our Website,
- What data we process,
- How and for what purposes we use the data,
- To whom and how we send data,
- For how long we keep the information contained in cookies.

The Cookie Policy of the Online Store is not a source of obligation for the Visitor or Customer of the Online Store. It is for informational purposes only and is not a contract or rules and regulations. In all matters not regulated by the Cookie Policy, Privacy Policy or Terms and Conditions of the Online Store shall apply.

Contact information.

MODUE Sp. z o.o. with its registered office in Wrocław, Hubska Street 52/14, 50-502 Wrocław, Poland, registered in the District Court of Lublin Wschód in Lublin with its seat in Świdnik, VI Economic Department of the National Court Register under the KRS number: 0001021595, NIP number (tax number): 7151951406, REGON (business entity identification number): 52454695700000, share capital: PLN 10,300, BDO number 000639904, e-mail address: contact@modue.com.

1. **Does our Website use cookies?**

Yes, our Web Site, like most Web sites, uses cookies, or "cookies". This cookie policy applies to both Customers of the Web Store and Visitor, i.e. users who browse the contents of the Web Store but do not make purchases.

The Website also uses functionality similar to cookies. Accordingly, the following provisions of the Cookie Policy should also be referred to these technologies accordingly.

2. **What are cookies?**

Cookies are IT data, in particular small text information, stored on the users' final device, e.g. on a computer, tablet, or cell phone, which can be read by our ICT system (our own cookies) or a third-party ICT system (third-party cookies). These cookies allow us to recognize a user's device and appropriately display a website tailored to the user's individual preferences, allow the website to be displayed in the user's language "remembered" by these cookies, and use other Website settings selected by the user. "Cookies" usually contain the name of the website from which they come, the time they are stored on the end device and a unique number.

A pixel is a software code that allows you to track Visitors and their behavior on websites where pixels

are deployed. This can range from basic tracking of whether a person has visited a Website to detailed tracking of actions such as adding a product to a shopping cart, selecting a product, submitting a form, etc. The pixel can send the collected information to a third party, i.e. the code provider.

3. For what purpose do we use cookies?

We use the cookies and other Internet technologies we use to:

a. To ensure the operation, security and reliability of our Website;
b. to adapt the content of the Website to the preferences of the Customer or Visitor and to optimize the use of the Website. These files allow us to record your choices regarding language, browser, settings of selected elements of the Website or opt-out of profiled advertisements, as well as to record information about your location;
c. to analyze and create statistics that help us understand how Visitors use its functionality so that we can improve its structure and content;
d. for advertising purposes (including remarketing, retargeting) and linking to social media, displaying behavioral advertising using the Google Ads tool to provide Guests and Customers with advertising content tailored to their interests or profiles, may also be used to display advertisements outside the pages of the Website (also using so-called third party cookies), i.e. with our advertising partners. Our goal is to develop an advertising offer that is attractive and beneficial to our audience, so within behavioral advertising, Customers and Guests may see primarily information about products or services they have already viewed or checked out on our Site.

4. Do cookies process personal data?

Yes, selected cookies may process your personal data in certain situations. The processing of personal data from cookies or similar technologies on our Website is done for the purposes of ensuring the functioning of the Website, customizing the Website to the visitor's and customer's preferences, or analytical purposes. The processing is carried out on the basis of our legitimate interest. We would like to point out that the legal basis for the processing of personal data for advertising, statistical purposes will always be your additional and explicit consent, expressed by making a selection and checking the checkbox during the cookie consent process.

When a Visitor or Customer uses the Online Store, cookies are used to identify his/her browser or device - cookies collect various types of information, which, as a rule, do not constitute personal data. However, some information, depending on its content and use, may be associated with a specific person - attributing certain behaviors to a specific Visitor or Customer, for example, by linking them to the data provided when registering an Account with the Online Store, or a specific e-mail address - and thus be considered personal data.

5. If cookies process personal data, does the Privacy Policy then apply?

Yes, the provisions of the Online Store's Privacy Policy relating to personal data, and in particular relating to the rights of the data subject, apply to information collected by cookies that can be linked to a specific person.

6. Do I need to consent to the use of cookies?

When you visit our Website for the first time, you will be shown information about our use of cookies. You can agree or disagree to them. If you do not agree to our use of cookies, then we will only use the necessary technical cookies necessary for the proper functioning of the Website. Cookies that do not belong to the group of technical files will be loaded only after you agree to cookies (*opt-in* clause).

7. Can I change my mind about using cookies?

Of course you do. If you have consented to our use of cookies, you can change your mind at any time

and not consent to their use in the future. Withdrawal of consent does not affect the lawfulness of processing that was carried out on the basis of consent before its withdrawal. However, please be aware that disabling or restricting cookies may cause difficulties in using the Online Store, as well as many other websites that use cookies.

8. How can I further manage my privacy?

If you want to further manage your privacy, we've included a list of tools that can help:

a. cookie settings within your web browser;
   -Google Chrome: Settings -> Show advanced settings -> Privacy -> Content settings -> Cookies.
   -Internet Explorer cookies can be modified from: Tools -> Internet Options -> Privacy;
   -Mozilla Firefox: Tools -> Options -> Privacy.
b. Browser plug-ins that support cookie management, e.g. ghostery,
c. Additional software that manages cookies,
d. incognito mode in the web browser,
e. behavioral advertising settings, such as youronlinechoices.com,
f. A mechanism for managing cookies from within our website,
g. Google Analytics Opt-out: https://tools.google.com/dlpage/gaoptout ,
h. Google Ads Settings: https://adssettings.google.com/
i. Facebook Ads Settings: https://www.facebook.com/ads/settings ,

9. **Are cookies harmful?**

The cookies we use are not harmful to the Visitor and Customer, nor to the computer, cell phone or terminal device used by them, so we recommend that you do not disable them in your browsers.

The so-called harmless cookies are necessary for the proper operation of the Website, needed to enable the functionality of the Website, but their operation has nothing to do with tracking the user. We also use so-called "research cookies" on our Site, which we use to track Visitors, but do not include information that allows (without having other data) to identify a specific user. In certain situations, we use profiling, about which more in sec. 12.

10. What kind of proprietary cookies do we use?

We use first party cookies to ensure the proper operation of the Website. Our cookies are intended to make it easier for you to use our Website and, in particular, the functionality of the Store.

11. **Do we use third-party cookies?**

Yes. Our Website, in order to optimize its functioning, also uses third-party cookies. We also use third-party cookies for analytical, and statistical purposes. Cookies also allow us to tailor advertising and marketing content to your tastes. Cookies are also used to improve the usability and personalization of the content of the Online Store.

12. **Do we use profiling?**

Yes. Thanks to the cookies used in the Online Store, it is possible for the Personal Data Controller to learn about a Visitor's preferences - e.g. by analyzing how often he or she visits the Online Store and whether and what products he or she buys. Profiling applies in particular to logged-in persons, i.e. Customers. Analyzing your online behavior helps to better understand your habits and expectations and to adapt to your needs and interests.

Based on cookies, the Personal Data Controller also uses technology to reach a Visitor who has previously visited the Online Store with an advertising message when they use other websites, using the Google Ads tool.

13. What specific cookies, pixels and IT tools do we use?

Google Analytics. We use Google Analytics, a tool provided by Google Ireland Limited (registered number: 368047) with registered office at: Gordon House, Barrow Street, Dublin 4, Ireland. This allows us to create statistics and analysis to improve the performance of the Website.
Google Analytics automatically collects information about the use of our Site. Importantly, we have IP anonymization enabled. Therefore, Google does not receive personal data from us based on IP number in combination with other data about Guests or Customers.
As part of Google Analytics, we collect demographic and interest data. The collected information, which is not personal data, is mostly transmitted to a Google server in the USA and stored there.

If you are interested in the details related to Google Analytics data processing, we encourage you to read the document developed by Google: https://support.google.com/analytics/answer/6004245.

Google Tag Menager - we use the Googel Tag Menager tool provided by Google Ireland Limited (registered number: 368047) with registered office at: Gordon House, Barrow Street, Dublin 4, Ireland. It allows us to manage the tags on our website. This allows us to study what interactions you have with our site and how your device and browsers respond. This allows us to better tailor the content and code of our website.

The Google Tag Menager tool only collects aggregate data on the tags used, performance and system operation of our website. This does not include IP addresses, data linked to a specific person. However, the collected data in combination with others can lead to linking them to a specific person.

For more information on the privacy and data security of this tool, click here:
https://support.google.com/tagmanager/answer/9323295?hl=pl&ref_topic=3441532

Facebook - We also use marketing tools and Chat provided by Meta Platforms Ireland., 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland ("Facebook"). As part of these tools, we target you with Facebook advertisements. We carry out activities in this regard based on our legitimate interest in marketing our own products.
In order to target you with ads personalized to your behavior on our Site, we use the Facebook Pixel, which automatically collects information about your use of our Site in terms of the pages you view.
We do not share personal information. The information collected within the Facebook Pixel is anonymous, i.e. it does not allow us to identify you. They only allow us to obtain information about what actions you have taken on our Page. We note, however, that Facebook may combine this information with other information about you collected through your use of Facebook and use it for its own purposes, including marketing. Currently, Facebook's Pixel also interacts with Instagram data. Such activities of Facebook are no longer dependent on us, and you can look for information about them directly in Facebook's privacy policy: https://www.facebook.com/privacy. You can also manage your privacy settings from within your Facebook account.

Clarity - We also use Clarity software provided by Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, which allows us to see what behaviors users engage in on our Website and thus how to better tailor it to them. Clarity also collects technical information about the devices used to visit our Website, in particular their model and system version.

You can read our partner's privacy policy here:
https://privacy.microsoft.com/pl-PL/privacystatement

Bing Ads - the provider of these cookies is Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399. This allows us to attract attention to our content and offers through advertising material on external websites. We analyze data from advertising campaigns in order to optimize advertising efforts.

Cookies allow us to recognize your web browser. We do not collect or process any personal data on the basis of the aforementioned advertising means. We do not obtain other data, we cannot identify users based on the information obtained. Due to the marketing tools used, your browser automatically starts a connection to the Microsoft server. Even if you are not registered with any Microsoft service or are not logged in, it is possible that network providers may obtain and store your IP address.

You can read our partner's privacy policy here:
https://privacy.microsoft.com/pl-PL/privacystatement

Scrpit Cookie - within our Online Store we use IT functions provided by Objectis Ltd. (Laisves st. 60 LT-05120 Vilnius Lithuania Company registration number: 304037472). Thanks to our cooperation with our partner, we enable you to easily and simply manage your consent as to the cookies used on our website.

For more information on this partner's privacy policy, please visit this link: https://cookie-script.com/legal/privacy-policy

Optimonk - on our site we also use solutions provided by OptiMonk International Zrt. (4028 Debrecen, Kassai út 129.VAT No.: 26335498-2-09). Thanks to our cooperation with this partner, we present ads tailored to your search and interest. This makes it easier for us to conduct marketing and create advertisements for our business.

You can read our partner's privacy policy here:
https://www.optimonk.com/privacy-policy/

Microsoft Advertising - in our Online Store we use tools provided by Microsoft Corporation (Microsoft Corporation, One Microsoft Way, Redmond, WA 98052-6399, USA). Thanks to our cooperation with this partner, we collect data necessary for marketing purposes and study their conversion. This makes it easier for us to prepare and control our marketing content.

For more information on this partner's privacy policy, please visit this link: https://privacy.microsoft.com/pl-PL/privacystatement

14. How long do we keep cookies containing personal information?

Depending on the type, purpose and legal basis for processing cookies, the storage time for cookies is from 1 session to 2 years.

The cookies collected by us containing the Guest's Personal Data will be stored until an objection is made. The Personal Data Controller may delete the Personal Data if it is not used for marketing purposes for 2 years unless the law obliges the Personal Data Controller to process the Personal Data longer.

Some of the personal data may be kept longer in case the Guest has any claims against the Personal Data Controller or for the purpose of the Personal Data Controller's claim or defense against claims

(including those of third parties), for the period of limitation prescribed by law, in particular the Civil Code.
In any case, the longer term of storage of Personal Data is decisive.

Cookie policy 1.0 effective as of 26 July 2024