

COOKIES POLICY

WEBSITE AND ONLINE STORE

www.botatechnik.com

Valid from 24.03.2023

§1

General

1. The owner of the Store and the Website and the Administrator of personal data provided during the use of Serwisu and the Store run at www.botatechnik.com is Bota Technik Sp. z o.o. Sp. komandytowa with its registered office in Gdańsk (80-299) Nowy Świat 38 C, NIP 5862278701, REGON 221740579
2. The rules for the processing of personal data have been made available in the GDPR Privacy Policy, available at: <https://botatechnik.com/cookies>
3. The Website and the Store use cookies to provide services and functions tailored to the preferences and needs of the User, in particular cookies allow to recognize the User's device and properly display the website, tailored to his individual needs.

§2

Definitions used

1. **Cookies** - small files that are downloaded and stored on the User's computer or other device, associated with information about how the website is used.
2. **User** - a person who voluntarily uses the services and content available on the Website and the Store, i.e. browses the Website and the Store, places an order in the Store, registers, subscribes to a free newsletter or contacts the owner of the Store or Website via the contact form.
3. **Store** – an online store available at www.botatechnik.com, through which the Buyer may purchase certain Goods and Products.
4. **Website** - a service available at www.botatechnik.com, through which the User can browse the content of the website or contact the Administrator of personal data.
5. **Personal data** - any information that, without excessive time and cost, can lead to the identification of a natural person, including his identification, address and contact details.

§3

Purposes of cookies

1. Cookies can be temporary, i.e. deleted when you close your browser or permanent.
2. Permanent cookies are also stored after the end of using the Website pages and are used to store information such as password or login, which speeds up and facilitates the use of websites, as well as allows you to remember the settings selected by the User.
3. The website uses cookies for the following purposes:

- a) adjusting the content of the Website pages to the individual preferences of the User and optimizing the use of websites (display tailored to the needs - functional cookies),
 - b) make analyses and statistics that will provide information on how the Website User uses the websites, which allows improving their structure and content,
 - a) marketing and remarketing, including directing dedicated content, in particular to Users who visited the website or Fanpage of the Personal Data Administrator on the Facebook and LinkedIn social networks.
4. The data contained in cookies will be archived and used for statistical analysis and assessment of global user traffic on the Website.
 5. The data contained in cookies are not combined with personal data provided by the User during the conclusion of the contract or contact with the Data Administrator.

§4

Tools related to the collection of cookies or sharing cookies.

In order to analyze traffic on the Website, traffic sources and optimization of marketing activities have been installed on the website:

1. **Google Analytics** - a tool provided by Google LLC. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, which allows the analysis of the User's traffic on the Website and its subpages (country / city, number of visits, pages viewed, time of visit, etc.).

The main cookie used by Google Analytics, "_ga", enables the service to distinguish between individual users and works for 2 years. Each "_ga" file is unique to a particular service, so it cannot be used to track the user or browser on other, unrelated sites.

Privacy settings in Google services may be changed by the User, more information at: <https://policies.google.com/privacy>

In order to permanently block cookies collected by Google Analytics, the User may use the browser add-on developed and provided by Google LLC at: <https://tools.google.com/dlpage/gaoptout>

2. Facebook pixel - a tool provided by Meta Platforms Ireland Limited (formerly: Facebook Inc.), address: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Dublin, D02X525, Ireland, which allows measuring, optimizing and creating non-standard groups of recipients, allows you to collect information about the use of the Website by the User and direct dedicated content to him on the Facebook social network.

In order to control the privacy settings on this social network, the User may change his preferences and settings at any time. For more information, please visit: <https://www.facebook.com/privacy/>

The Facebook pixel allows you to create custom groups of recipients and similar groups of recipients who have already interacted with the Website or the Data Controller's materials made available on Facebook social networks run by the Data Controller, whereby the retention of data provided by the Facebook pixel is in particular as follows:

- a) website (Website) - maximum 180 days from interaction with the website,
- b) Facebook fanpage - maximum 365 days from interaction with the account,

- c) a video shared on the Administrator's Facebook fanpage - a maximum of 365 days from interaction with the material,
 - d) events organized or co-organized by the Administrator on the Facebook fanpage - a maximum of 365 days from the interaction with the material.
3. **LinkedIn pixel** – a tool that allows measuring, optimizing and creating non-standard groups of recipients, allows you to collect information about the use of the Website by the User and direct dedicated content to him on the LinkedIn social network.
- In order to control the privacy settings on this social network, the User may change his preferences and settings at any time. For more information, please visit: <https://pl.linkedin.com/legal/privacy-policy>
- The LinkedIn F pixel allows you to create custom groups of recipients and similar groups of recipients who have already interacted with the Website or the materials of the Data Controller made available on the social network on LinkedIn, run by the Data Administrator, whereby the retention of data provided by In particular, the LinkedIn pixel is respectively:
- e) website (Website) - maximum 180 days from interaction with the website,
 - f) fanpage on LinkedIn - maximum 365 days from interaction with the account,
 - g) video made available on the Administrator's fanpage on LinkedIn - maximum 365 days from interaction with the material,
 - h) events organized or co-organized by the Administrator on the fanpage on LinkedIn - a maximum of 365 days from the interaction with the material.
4. **Facebook Messenger** - a tool provided by Meta Platforms Ireland Limited (formerly: Facebook Inc.), address: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Dublin, D02X525, Ireland, which allows the User to contact the owner of the Website via Messenger on the Facebook social network. The use of Facebook chat on the Website is voluntary. You can chat as a guest or log in to your guest account. For more information, please visit: <https://www.facebook.com/privacy/>
5. **Facebook Plugin/Widget** - a tool enabling direct access of the User to the Data Controller's Fanpage, maintained on the Facebook social networking site, maintained on the portal provided by Meta Platforms Ireland Limited (formerly: Facebook Inc.), address: 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Dublin, D02X525, Ireland. About switching to the social network Facebook Users are additionally subject to the privacy protection rules described on this site, in particular on the website: <https://www.facebook.com/privacy/>
6. **YouTube Plugin / Widget** - allows the User to go to the YouTube channel - run by the Data Administrator on this website. Provided by Google LLC. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, whose Users are additionally subject to the privacy policy described on this website, in particular on the website: <https://policies.google.com/privacy>
7. **LinkedIn Plugin / Widget** - allows the User to go to the YouTube channel - run by the Data Administrator on this website. Users are additionally subject to the privacy protection

rules described on this website, in particular on the website:
<https://pl.linkedin.com/legal/privacy-policy>

8. The processing of data contained in cookies by suppliers whose registered offices or servers are located in third countries will involve the transfer of data contained in cookies outside the European Economic Area (EEA). The transfer of data contained in cookies, in particular the user's IP address, takes place on the basis of the European Commission Decision 2021/914 on standard contractual clauses regarding the transfer of personal data to third countries contained in the service regulations carried out between the Data Administrator and the solution provider.

§5

Acceptance or change of cookie settings.

1. After entering the Store or Website, the User may accept the use of cookies for the above purposes, reject them or agree only to selected cookies.
2. The User may also delete or disable cookies at any time in the web browser he uses while browsing the Website and the Store.
3. Deleting or disabling cookies may cause difficulties or limited functionality of some parts of the Website (applies to functional cookies). Some cookies may be necessary for the proper operation of the Website pages and displaying content on a given type of device.
4. In order to manage cookies, the User can also use the functions available in the browser he is currently using. Instructions for managing cookies are available on the websites of the providers of web browsers, in particular:
 - a) [Google Chrome - instruction](#)
 - b) [Mozilla Firefox - instruction](#)
 - c) [Apple Safari - instruction](#)
 - d) [Microsoft Edge - instruction](#)

§6

Final provisions

In the event of a change in the applicable Cookie Policy, in particular in a situation where it is required by the applied technical solutions or changes in the law in the field of privacy of the User, appropriate modifications will be made to the above provision, which will be effective after 14 days from the date of their publication on the Website.