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COOKIES POLICY

Types of cookies used on the website, purposes and consent management methods

§ 1. What are cookies?

Cookies are small text files saved on the user's device when browsing a website. They allow the device to be recognized and displayed content to be adapted.

§ 2. Website Administrator

The administrator of the website esperanza.edu.pl is Szkoła Językowa Esperanza Anna Kwiatkowska, ul. Kilińskiego 32B, 07-410 Ostrołęka, e-mail: esperanza.biuro@gmail.com.

§ 3. Types of cookies used

a) Essential cookies – required for the proper functioning of the site (session, security). They do not require consent. b) Analytical cookies – allow analysis of website traffic (e.g., Google Analytics). Used after consent is given. c) Marketing cookies – enable personalized advertisements to be displayed (e.g., Meta Pixel). Used after consent is given. d) Functional cookies – remember user preferences (language, site layout). Used after consent is given.

§ 4. Purposes of processing data from cookies

- ensuring the proper functioning of the website,
- analyzing traffic and user behavior for statistical purposes,
- displaying advertisements tailored to interests,
- optimizing website content and functionality.

§ 5. Consent management

1. Upon the first visit to the website, a banner informing about cookies is displayed, allowing for the acceptance of all cookies, rejection of optional ones, or adjustment of settings. 2. Consent can be withdrawn at any time by changing browser settings or by using the consent management panel available on the website. 3. Withdrawal of consent does not affect the lawfulness of processing carried out before its withdrawal.

§ 6. Managing cookies in the browser

The user can manage cookies independently through browser settings:

- Google Chrome: Settings → Privacy and security → Cookies,
- Mozilla Firefox: Settings → Privacy and Security → Cookies and Site Data,
- Safari: Preferences → Privacy,
- Microsoft Edge: Settings → Cookies and site permissions.

Disabling essential cookies may affect the functioning of the website.

§ 7. Cookie retention period

Session cookies – deleted after closing the browser. Persistent cookies – stored until expiration (max. 24 months) or deleted by the user.

§ 8. External cookie providers

The website may use the services of external providers (Google LLC, Meta Platforms Inc.), whose privacy and cookie policies apply independently of this document.

§ 9. Final provisions

This policy may be updated. Changes are effective from the date of publication on the website esperanza.edu.pl. This policy is effective from September 1, 2024.