

## Cookies Consent

Renderro Platform Controller would like to inform you to be using cookie files (cookies) within the Platform. Categories and functions using cookie files are described in the chart which you can unfold below. Specific information on processing personal data is included in Privacy Policy, available at: <https://storage.googleapis.com/renderro-mvp.appspot.com/legal/PrivacyPolicy.pdf>

Accept all cookies and go to website

Details on cookie files

SERVICE	PURPOSE OF USE	TURN ON
Cookies required	Cookies are necessary for a proper use of our website and even more securities. Unfortunately, you can't disable cookies, our website will not be available once cookies are disabled.	•
YouTube	When you turn on the video on our website, YouTube receives information from cookies which belong to Youtube and Doubleclick. It depends on you whether information is to be sent, it depends on your decision of playing the movie on our website.	•
Google Analytics	We use this tool to provide us with statistics (based on shortened IP address) on a way Internet Users use our website, e.g. the Mount of Users on the website, where visitors have come to the side from, which tabs have they visited, the amount of time spent on the website.	•
HotJar	We use this tool to provide us with statistics which give us understanding on the User's use of our website e.g.: hits places within the page, transition paths and User's activities on the webpage, type of used browser. It helps us in improving the functionality of our website. Data we collect are aggregated, anonymous statistics.	•
Google Ads	Google collects data regarding how you use our website, which products have you seen, what have you put to the basket etc. Thanks to that information we are able to direct personalised advertisement to you as a part of Google advertisement tools. As a website user we do not collect data which allow us to identify you directly.	•
Facebook Pixel	With a help of this tool Facebook collects information on how you use our website. That provides us with information allowing us to send you personalised advertisement within Facebook advertising tools. Facebook may also display our advertisements to other Users of this portal who, according to this portal have similar interests/and profile as you. We, as the owner of the website do not store data allowing us	

SERVICE

PURPOSE OF USE

TURN  
ON

to identify you directly.

Allow all cookies and go to website

### 1. Necessary (or strictly necessary) cookies

- Those cookies are required for proper use of the website. Unfortunately, you can't disable cookies, our website will not be available once cookies are disabled.
- In that regard we use `rodoCookieSettings` file, which stores your privacy settings. Displays your acceptance or lack of the acceptance of releasing certain types of cookies on our website.
- Other cookies which are on our website are used for proper use of the website, for correct logging to the account (if you create one) and for managing a.o. activating other tracking tools which you consent to via Google Tag Manager.
- Necessary cookies are stored on your device within one year.

### 2. Statistical analysis of our website

- We use tools collecting statistics data, which provide us with information to understand how Users use our website. Data we collect via those tools do not provide us with information regarding specific person and we do not combine them with other data you provide us with.
- We use **Google Analytics**. Google may collect on their servers data collected from cookies from different websites and uses those information in order to creating reports regarding the movement on websites.
- Information, which is being collected by Google Analytics, are for example: how many Times has the User visited the website; date of the first and last visit; duration of the visits; which websites or search engines you came from; search engine used by the User; link which has been clicked; the place in the world the User gets access etc.
- We use Google Analytics in a way, your IP address be shortened before forwarding. Only in exceptional cases full IP address is transmitted to Google server in the USA and then shortened. Anonymous IP address processed by Google Analytics, as a rule, is not combined with other Google data.
- You can prevent from registering information by Google Analytics supplied by your browser, installing a special plug which is [here](#). Further detailed information on working of Google Analytics you may find [here](#).
- We use **HotJar**, it's a tool which records data regarding User's activities on the website, which are: navigation, scrolling the page, cursor movement, approximate location, used device, operating system, type of browser. Data collected in this manner are processed on aggregative basis and in an anonymized way.
- More information regarding working of the Hotjar tools you may find [here](#). You are entitled to block measuring your activity by Hotjar with the use of given link [here](#).
- Files of the tool Google Analytics stay within your device for about 50 months, and files of the tool Hotjar – within the period of 365 days.

### 3. Google Ads – behavioral advertisement and other Google tools

- Google stores on its servers data obtained from placing cookies on your device and uses those information to display advertisements on other websites visited by you. Data are being collected from all websites, you have given permission to use cookies (including our website), and also from advertisements you've seen(clicked). Usually, cookies coming from Google expire after 3 months.
- We as advertisers using Google services do not have access to data from cookies stored on your device, though we can assign advertisements to selected by us recipients e.g. to all people, who have visited our website www (or its particular subpage) in the last 7 days.
- Those data are only a statistical material for us, and we order our advertisements only on the basis of cumulative criteria (to certain target groups, and not to specific User), therefore data with cookies files shall not in any way be associated with other data, you provide us with.
- More information on, the way Google uses cookies files for displaying advertisements and the way you can manage your settings regarding advertisements, you can read about it [here](#).
- We also use the tool **DoubleClick** via Google Ads, which enables measuring the effectiveness of advertising campaigns executed by GoogleAds and results analyses.

#### 4. Conversion pixel of Facebook

- We use so-called „conversion pixel of Facebook“ in order to manager advertisements on Facebook and Instagram.
- With this tool Facebook shall possess information (attributed to your profile within this service) that you have visited our website. Thanks to that we can order advertisements on Facebook and Instagram to those users, who has visited the website or its subpages (remarketing).
- Next, we gain from Facebook company only statistical data relating to effectiveness of the advertisements (e.g. how many people have seen our advertisement, haw many has clicked into it), without any reference to other Users.
- If you possess a Facebook account or Instagram account, we recommend you to read further information on protecting data within those services: <https://www.facebook.com/about/privacy/> and <https://help.instagram.com/155833707900388>.
- Files used pixel of Facebook conversion remain on your device for the period of 180 days.

#### 5. Social plugins

- Films on the website are positioned by plug-ins from **YouTube** (Google is the owner of this platform). When you play video on our website, Google receives information about it from your browser, even if you do not have a profile on Google/YouTube or you are not logged. If you have logged to Google web service, then Service Provider will be able to directly attribute playing the video to your profile.
- If you want to prevent YouTube from collecting information on your activity on our website, you don't have to play the film or you have to log out of the service. You may also completely prevent the plug-ins from loading by choosing appropriate settings which you can find [here](#).
- More information regarding processing data by YouTube you will find [here](#);
- Files used by YouTube are stored on your device within the period up to 50 months.

The legal grounds for us to use the necessary cookies (indicated upon number 1 and files from YouTube) is our legitimate interest, i.e. the right to operating the website supporting our business and the necessity to keep safety. Legal grounds to use other cookies by us your consent.

With the regard of processing your personal data by us with the use of cookies files, in any moment you are entitled rights which are included in Privacy Policy.

Using cookies, especially for the purposes of behavioral advertisement, it may be related to so-called profiling. That means, we or marketing companies, which services we've been using, are entitled to create User's profile based on collected information (e.g. e-mail address, history of orders, type of device, technology used, frequency of visits) and on that basis we are able to make forecasts for the future. It allows us to make decisions on what contents (including advertisements) to display on our website and other websites.