

COOKIE POLICY
SERVICE AND ONLINE STORE

www.letsfuture.pl

Effective May 7th, 2024.

§1

General provisions

1. The Owner of the Store/Site and the Administrator of personal data provided during the use of the Store maintained at www.letsfuture.pl is Ewa Drozd conducting business under the name LETSFUTURE DROZD EWA, 465 Puławska St., 02-844 Warsaw, NIP: 644 211 08 23, REGON: 276532668, e-mail address: sklep@letsfuture.pl, phone: +48 788 640 234.
- (2) The rules for processing personal data are made available in the RODO Privacy Policy, available at: [www.letsfuture.pl/polityka RODO](http://www.letsfuture.pl/polityka%20RODO).
- 3 The Site and/or Store uses cookies to provide services and features tailored to the preferences and needs of Site Users, in particular, cookies allow the Site to recognize a User's device and appropriately display a website tailored to the User's 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 the use of the site.
2. **User** - a person who voluntarily uses the services and content available on the Website and Store, i.e. browses the pages of the Website and Store, places an order in the Store, registers, subscribes to a free newsletter or contacts the owner of the Store through a contact form.
- (3) **Store** - an online store available at www.letsfuture.pl, through which the Buyer may purchase certain Goods and Products.
4. **Service** - the service available at www.letsfuture.pl, through which the Buyer can browse the content of blog posts, subscribe to the newsletter or contact the Data Controller.
5. **personal data** - any information that without excessive time and cost can lead to the identification of an individual, including his/her identification, address and contact information.

§3

Purposes of cookies

- (1) Cookies can be temporary, i.e. they are deleted when the browser is closed, or permanent.
- (2) Permanent cookies are also stored after the use of the pages of the Service and are

used to store information such as password or login, which speeds up and facilitates the use of the pages, as well as to remember the settings selected by the User. (3) The Website uses cookies for the following purposes:

- a) adapting the content of the pages of the Website to the individual preferences of the User and optimizing the use of the websites (customized display - functional cookies),
 - b) to make analyses and statistics that will provide information on how the Service User uses the pages, which allows improving their structure and content,
 - a) marketing and/or remarketing, including the targeting of dedicated content, in particular to Users who have visited the website or Fanpage of the Data Controller on Facebook and/or LinkedIn.
- (4) The data contained in cookies will be archived and used for statistical analysis and evaluation of global traffic of users of the Website.
- (5) The data contained in the cookies are not combined with the personal data provided by the User when entering into a contract or contacting the Data Controller.

§4

Tools related to the collection of cookies or sharing of cookies.

In order to analyze traffic on the Website, the source of traffic, as well as to optimize marketing activities, the Website was installed:

1. **Google Analytics** - a tool provided by Google LLC. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, which allows to analyze User 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", allows the service to distinguish between individual Users and lasts for 2 years. Each "_ga" cookie is unique to a specific service, so it cannot be used to track a user or browser on other, unrelated sites.

Privacy settings on Google services can 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, Inc., Menlo Park, California/Meta Platforms Ireland Limited (formerly: Facebook Inc.), which enables the measurement, optimization and creation of custom audiences, allows for the collection of information about the User's use of the Site and targeting of dedicated content to the User on the Facebook social network.

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

The Facebook pixel allows the creation of custom audiences and/or similar audiences to individuals who have already interacted with the Service or the Data Controller's materials made available on the Facebook and/or Instagram social networks operated by the Data Controller, with the retention of data provided by the Facebook pixel in particular being respectively:

- a) website (Service) - a maximum of 180 days from interaction with the website, b) Facebook fanpage - a maximum of 365 days from interaction with the account,
 - c) the 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 interaction with the material.
3. **Facebook Messenger** - a tool provided by Meta Platforms, Inc., Menlo Park, California/Meta Platforms Ireland Limited (formerly: Facebook Inc.) that allows the User to contact the owner of the Service via Messenger on Facebook/Instagram. The use of Facebook chat on the Site is voluntary. The User may chat as a guest or log in to his/her account on this service. For more information, please visit: <https://www.facebook.com/privacy/>
4. **Facebook/Instagram Plug-in/Widget** - a tool that allows the User to go directly to the Data Controller's Fanpage, hosted on the Facebook/Instagram social networking site, hosted on the portal provided by Meta Platforms, Inc., Menlo Park, California/Meta Platforms Ireland Limited (formerly: Facebook Inc.). Once on the Facebook/Instagram social networking site, Users are additionally subject to the privacy policies described therein, in particular at: <https://www.facebook.com/privacy/>
5. **YouTube Plugin/Widget** - allows the User to go to the YouTube channel - maintained by the Data Controller on this website. A tool provided by Google LLC. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, whose Users are additionally subject to the privacy policies described on this site, in particular at: <https://policies.google.com/privacy>
- (6) The processing of the data contained in cookies by providers whose headquarters and/or servers are located in a third country, i.e. within the United States of America (USA), will involve the transfer of the data contained in cookies outside the European Economic Area (EEA). The transfer of the data contained in the cookies, in particular the user's IP address, takes place on the basis of the European Commission's decision of July 10, 2023 stating an adequate level of protection of personal data provided by the so-called "EU-US Data Privacy Framework" with respect to providers listed by the US Department of Commerce, such as: **Google LLC. 1600 Amphitheatre Parkway Mountain View, CA 94043, USA; Meta Platforms, Inc., Menlo Park, California, USA; Milutina Milankovica street no. 11B, Belgrade, Serbia (wpamelia.com);**

§5

Accept or change cookie settings.

(1) Upon accessing the Store/Service, the User may accept the use of cookies for the above purposes, reject them, or consent to only selected cookies. 2. the User may also delete and/or disable cookies at any time in the Internet browser he/she uses when browsing the Service/Shop.

- (3) Deleting or disabling cookies may cause difficulties or limited functionality of some parts of the Service (applies to functional cookies). This is because some cookies may be necessary for the proper operation of the Service's pages and the display of content on a particular type of device.
- (4) In order to manage cookies, the User may also use the functions available in the browser he or she is currently using. Instructions for managing cookies are available on the websites of web browser providers, in particular:
- a) [Google Chrome - instructions](#)
 - b) [Mozilla Firefox instructions](#)
 - c) [Apple Safari instructions](#)
 - d) [Microsoft Edge manual](#)

§6

Final provisions

In the event of a change to the current Cookie Policy, in particular in a situation where this is required by the technical solutions used or by changes in the law regarding Users' privacy, appropriate modifications will be made to the above provision, which will be effective 14 days after their publication on the Website.