

KLEMENS AI COOKIES POLICY

(“Policy”)

I. Use of cookies

The online platform available at www.klemens.ai (the “Platform”) is owned by Polisa Online Sp. z o.o. with its registered office in Warsaw at ul. Domaniewska 42, 02-672 Warsaw, NIP: 5252782996, REGON: 382762745 (hereinafter also “Polisa Online”).

The Platform uses cookies and similar technologies. Cookies are IT data, in particular text files, stored on users’ end devices (such as a computer, phone or tablet) and sent by websites. The Platform does not automatically collect any other information, except for the information contained in cookies.

While most browsers automatically accept cookies, it is possible to change your browser settings so that it rejects cookies; however, some website functions may then not work properly, so we recommend that you do not disable cookies at browser level.

When you visit our Platform for the first time, we will ask for your consent to the use of all cookies other than necessary cookies by means of a banner that allows you to decide to what extent you consent (or refuse consent) to our use of cookies on your end device.

Polisa Online is not responsible for the content of cookies sent by other websites to which links may be placed on the Platform.

More information about cookies can be found at wszystkoociasteczkach.pl.

II. Types of cookies that may be used on the Platform

- We may use the following types of cookies:
- Session cookies – temporary cookies that are deleted when the browser is closed. When you restart your browser and return to the website that created the given cookie, the website will treat you as a new visitor.
- Persistent cookies – remain in the browser until you delete them manually or until your browser deletes them based on the cookie’s retention period. These cookies will recognise you as a returning visitor.
- Necessary cookies – required for the functioning of the Platform. They enable you to navigate the site and use its features.
- Cookies that send information to us – cookies that we place on the Platform and that can only be read by us (first-party cookies).
- We also place cookies in Polisa Online advertisements that are displayed on third-party websites (e.g. LinkedIn or Facebook). We obtain information via these cookies when you click on an advertisement or otherwise interact with it. In this situation Polisa Online uses so-called third-party cookies. Polisa Online may use the information obtained through these cookies to deliver advertisements that are relevant to you and may be of interest to you based on your past online behaviour.

- Cookies that send information to other companies – cookies set on the Platform by our partners (e.g. Facebook or advertisers). They may use the data collected via these cookies to anonymously target advertisements to you on other sites, based on your visit to the Platform. For example, if you use a social media plug-in (e.g. the Facebook icon) on the Platform, your “share” or “like” action will be recorded. Facebook, as the company setting the cookie, will receive this data.

Examples of cookies

Type of cookies used / category”	Purpose	Does this cookie collect my personal data?
Analytical cookies Category: Persistent, session, third-party	They help us understand how visitors interact with our Platform by providing information about the areas they visit, the time they spend there and any issues encountered, such as error messages. This enables us to improve the performance of our Platform.	No, these cookies do not identify you as an individual.
Functional and social media cookies Category: third-party	The social media plug-ins offered on the Platform are operated by third parties. These third parties may place cookies on your computer when you use social media features on the Platform or when you are logged in to those services. These cookies help enhance your experience on the Platform. They allow you to share Platform content and make it easier to access social networks and social tools.	These cookies may collect personal data that you voluntarily disclose, such as your username.
Content targeting/Advertising Cross-site tracking Category: persistent, session, third-party	These cookies are used to deliver content based on advertisements targeted to you and aligned with your interests, or to limit the number of times you see a particular advertisement. They also help us measure the effectiveness of advertising campaigns on and off the Platform, and we may share this information with other parties, including our agencies.	Most cookies of this type track users based on their IP addresses. IP addresses are classified as personal data.

III. Purposes of using cookies

We use cookies to increase the convenience and security of using the Platform and our services. Cookies are used to protect the Platform and its users against spam.

We use cookies for statistical purposes, e.g. to count visits to the Platform and determine their duration. The information collected in this way allows us to analyse the performance of the Platform, our advertising campaigns on and off the Platform and to determine directions for the development of new functionalities of the Platform and our services.

We use cookies to make our Platform easier to use and to ensure that it is personalised to your interests and needs. Cookies help speed up future activities and service on the Platform.

Cookies to which you consent are also used to collect personal data, which we then profile into audience groups so that we can send them targeted advertisements adapted to their interests. For more detailed information on our collection of personal data and their profiling for advertising purposes, please refer to our Privacy Policy.

IV. Third-party cookies

Third-party cookies are placed on our Platform by the following entities:

Google Ireland Limited (Ireland)

Google Analytics

We use Google Analytics to collect information about your visits to the Platform, such as the subpages you view, the time you spend on the site and navigation between pages, in order to generate anonymous statistics on the functioning of the site and analyse activity on the Platform so that we can better tailor our offering to users' needs.

Google Analytics uses cookies to enable the website to analyse how users use it. The IP address transmitted by your browser in the context of Google Analytics is not combined with other Google data.

You can opt out of cookies by selecting the appropriate settings in your browser, but doing so may make it difficult to use all the functionalities of the Platform. You can also prevent Google from collecting data generated by cookies and related to your use of the Platform (including your IP address) and from processing this data by Google by downloading and installing the browser plug-in available at: <http://tools.google.com/dlpage/gaoptout?hl=pl>.

We use Google Analytics to analyse and regularly improve the use of our Platform and to make our offer more interesting to users. Google may use your data for its own purposes as an independent controller. Details of how your data is processed are set out in Google's Privacy Policy: <https://policies.google.com/privacy?hl=pl>.

Google Tag Manager

Google Tag Manager (GTM) allows us to add, modify and manage tracking codes and other analytical tools on our Platform. GTM operates via containers placed on the Platform that contain all tags we wish to deploy. Because all tags are stored in one place, we can easily manage them, add new ones and remove those no longer needed.

Google Tag Manager also offers advanced features such as event tracking (e.g. button clicks), content personalisation and the creation of triggers (conditions that must be met for a tag to fire).

Further processing of data by Google takes place only if you have consented to Google combining your browsing and app-use history with your account and using information from your Google account to personalise ads. If, in such a case, you are logged into Google when visiting our Platform, Google will use your data together with Google Analytics data to create and define audiences for cross-device remarketing.

You can deactivate cookies used for remarketing in your Google account settings:

<https://adssettings.google.com>

. For more information about data processing in Google Tag Manager, please refer to Google's Privacy Policy: <https://policies.google.com/privacy>.

Google Ads

We use Google Ads tools to present our offer in the Google search engine and on websites that are part of the Google advertising network. Users entering specific keywords in the search engine may be shown our advertisement correlated with the entered phrase. We analyse the effectiveness of advertisements published on Google websites to better tailor our offer to users' expectations.

When you click on a banner ad published by Google, cookies are stored on your device within Ads and only statistical information is collected for the purpose of identifying the banner. When you visit our Platform, a remarketing cookie is automatically stored on your device, which, using a pseudonymous identifier and based on the pages you visit, enables interest-based advertising to be displayed.

You can deactivate cookies used for remarketing in your Google account settings:

<https://adssettings.google.com>.

reCAPTCHA

reCAPTCHA is a Google service that helps protect websites against abuse and spam by verifying whether a user is a human or a bot. Where reCAPTCHA cannot clearly determine this, it may display additional tests such as image or audio recognition. For this purpose reCAPTCHA collects and processes certain data, such as IP address, browser type, screen resolution and time spent on the website.

Google states that such data is used solely to improve the reCAPTCHA service and is not shared with third parties, including Polisa Online. Further information is available at:

<https://policies.google.com/privacy>.

Hotjar Ltd (Malta)

We use Hotjar to better understand the needs of our users and optimise our Platform. Hotjar helps us understand user experience (for example, how much time users spend on particular pages, which content interests them most, which links they click, what they like or dislike), which enables us to adjust our offer and make the Platform more attractive and user-friendly.

Hotjar uses cookies and other technologies to collect information about user behaviour and their devices (in particular IP address, collected and stored only in anonymised form, screen size, device type and unique device identifiers, browser information, location (country only) and preferred language). Hotjar stores this information in a pseudonymised user profile. This information is not used by Hotjar or by us to identify individual users and is not linked to other user data.

You can find further information on Hotjar's Privacy Policy on its website and may use the opt-out option to prevent Hotjar from collecting data via cookies.

Meta Platforms Ireland Limited (Ireland) – Meta Pixel

With your consent, we use marketing tools available within Facebook to deliver advertisements to you on Facebook. To display personalised ads based on your activity on our website, we use Meta Pixel, which automatically collects information about your use of our site, in particular the pages viewed.

The information collected via Pixel does not allow us to identify you; we only know what actions you have taken on our site. Facebook may, however, link this information to other data collected about you through your use of Facebook or other Meta services and use it for its own purposes, including marketing. Such activities are carried out independently by Meta and are described in its Cookies Policy: <https://www.facebook.com/privacy/policies/cookies>. You can manage your privacy settings from your Facebook account.

LinkedIn Ireland Unlimited Company (Ireland) – LinkedIn Insight Tag

Our Platform uses LinkedIn Insight Tag, which collects data including IP address, device and browser characteristics and your activity on our Platform. LinkedIn provides us only with aggregated reports on our audience and the effectiveness of our ads. We can also use LinkedIn Insight Tag for retargeting, enabling us to display targeted ads on websites other than our own, without identifying you as a visitor to our site.

More information is available in LinkedIn's Privacy Policy: <https://pl.linkedin.com/legal/privacy-policy>. If you have a LinkedIn account, you can manage the processing of your personal data for advertising purposes in your account settings.

V. Cookies retention period

The cookies currently used by the Platform are stored on your device for the period specified in their parameters or until you delete them.

VI. Deleting / disabling cookies in the browser

Our right to store and access cookies that are not necessary for the functioning of the Platform is based on the consent you give. You can change these settings at any time and define the conditions under which we may store or access such information.

By default, web browsers allow cookies to be placed on your device. You can change these settings by:

- a) using the “manage cookies” option available at the bottom of the Platform; or
- b) blocking cookies in your browser settings.

Below are links to browser help pages with instructions on cookies, including how to delete them:

- [Firefox](#)
- [Chrome](#)
- [Microsoft Edge](#)