

Annex to the Information on the Processing of Personal Data and Cookie Policy

List of Tools Using Cookies:

Tool Name	Description of Operation and Cookies
Google Tag Manager	We use the Google Tag Manager tool provided by Google LLC (USA), which is used to manage tags and load scripts within the website. Google Tag Manager itself does not collect any personal data beyond what is necessary for its proper operation, but it is responsible for loading other scripts described below.
Google Analytics	We use Google Analytics provided by Google LLC (USA). In order to use Google Analytics, a dedicated tracking code has been implemented on our website. This tracking code uses cookies related to the Google Analytics service. You may block Google Analytics tracking at any time by installing a browser add-on provided by Google. Google Analytics automatically collects information about your activity on our website. Within Google Analytics, we only have access to anonymised information. Based on the collected data, we are able to analyse user behaviour, create statistics and draw conclusions to improve the performance and usability of our website. If you wish to learn more about how Google uses data from sites and applications that use its services, we encourage you to review the relevant information provided by Google.
Meta Ads (Facebook, Instagram)	We use advertising tools provided by Meta Platforms, Inc. (USA), including remarketing functionalities. These tools use cookies to track user activity across websites and enable the display of personalised advertisements. Data processing is carried out only on the basis of your explicit consent, which may be withdrawn at any time.
LinkedIn Insight Tag	We use LinkedIn Insight Tag provided by LinkedIn Corporation (USA), which enables us to measure the effectiveness of advertising campaigns and to reach professional audiences. The tool uses cookies to collect data about user interactions with our website. Processing takes place only with your explicit consent.
YouTube	Our website may embed videos from YouTube (Google LLC, USA). When a video is played, cookies may be stored on your device and information about your activity may be collected. This processing is based on your consent.