

## **COOKIE'S POLICY**

### **I. PURPOSE OF THE COOKIE'S POLICY**

This Policy explains what cookies are and for what purpose REX CONCEPTS BK POLAND S.A. with its registered seat in Wrocław, at Raclawicka 2-4, 53-146 Wrocław, entered into the Register of Entrepreneurs of the National Court Register maintained by the District Court for the capital city of Warsaw, 12th Commercial Division of the National Court Register, under the KRS number 0000539234, NIP 1070031710, REGON 360737061 uses them.

### **II. COOKIES AND SIMILAR TECHNOLOGIES**

Cookies are small text files installed on the device of the User browsing the Website. Cookies collect information that supports using these channels – e.g. by remembering the User's visits to the Website and activities they perform. Below is a general description of categories of these tools we use:

- a) **ESSENTIAL COOKIES** – Above all, the Controller uses the so-called essential cookies to provide the User with electronic services and to improve the quality of these services. We need to use essential cookies in order for our Website to work properly. These files are installed in particular to remember login sessions or for completing forms, as well as for the purposes related to privacy settings.
- b) **ANALYTICS COOKIES** – analytics cookies allow to track the number of visits and sources of traffic in our Website. They help us understand which pages are more and which are less popular and how users navigate through the website. This enables us to analyze statistics and improve the performance of our channels. The information collected through these cookies is aggregate by nature, hence it is not used to identify users. If you do not allow these cookies, we will not know when you have visited our Website.
- c) **FUNCTIONALITY COOKIES** – functionality cookies remember and customize the Website according to the user's selections, such as language preferences. The User can change their browser settings to block essential and functionality cookies or warn against them; in such a case, however, some parts of the channel will not work properly.
- d) **MARKETING-ADVERTISING COOKIES** – marketing and advertising cookies allow us to adjust the displayed advertising content to your interests not only on the Website but also beyond. They may be installed by advertising partners through our Website. Based on the information from these cookies and the activity in other websites, a user interests profile is created. Marketing and advertising cookies do not directly store your personal data but rather identify your internet browser and hardware. If you do not allow these cookies, we will still be able to display advertising, however they will not be tailored to your preferences.

### **III. MANAGING COOKIE SETTINGS**

The use of cookies for the purpose of collecting data, including accessing data saved on the User's device, is subject to the User's consent. The Website obtains the User's consent through the cookie banner. Consent is required for non-essential cookies that are necessary to provide the telecommunication service on the Website (data transmission for the purpose of displaying content). Additionally, in order to consent to cookies through the cookie banner, you must keep the appropriate web browser settings, allowing to save cookies from the Website on the user's end device.

It is possible to refuse consent for cookies on the Website through the cookie banner.

It is also possible to withdraw cookie consent through browser settings. You can find detailed information on this topic in your specific browser settings.

Change of browser settings may result in limiting both essential and optional cookies. Keep in mind, however, that it might substantially hinder or prevent the use of the Website.

### **IV. ANALYTICAL AND MARKETING TOOLS WE USE**

We and our Trusted Partners use various solutions and tools for analytical and marketing purposes. Our partners may use cookies and similar technologies to collect or receive information from our website and other online locations and use them

for providing measurement services and advertisement targeting.

Trusted Partners are e-commerce and advertisement companies, as well as media houses and other similar organizations acting on their behalf, with which we collaborate or which are recommended by international industry organizations, such as IAB (Interactive Advertising Bureau). Trusted Partner List:

- Braze: <https://www.braze.com/company/legal/privacy>
- Amplitude: <https://amplitude.com/privacy>
- mParticle: <https://www.mparticle.com/privacypolicy/>
- Voucherify: <https://www.voucherify.io/legal/privacy-policy-v1-5>

For each our brand, the following social media solutions apply – social media plug-ins of the Website use social media plug-ins (Facebook, Google+, LinkedIn, Twitter). Plug-ins allow users to share content published on the Website in the selected social network. The use of plug-ins on the Website allows the social network to obtain information about the user's activity on the Website, which may be assigned to the user's profile created in that social network. The Controller has no knowledge about the purpose and scope of data collection performed by the social networks. You can find more information under the following links:

- a. Facebook: <https://www.facebook.com/privacy/explanation>
- b. Youtube / Google: <https://policies.google.com/privacy>
- c. LinkedIn: <https://pl.linkedin.com/legal/privacy-policy>
- d. Twitter: <https://twitter.com/en/privacy>
- e. Instagram: <https://privacycenter.instagram.com/policy/>
- f. TikTok: <https://www.tiktok.com/legal/page/eea/privacy-policy/pl-PL>

## **V. CONTACT DETAILS**

We have appointed a Data Protection Officer who is available in all cases related to our processing of your personal data and exercising rights related to our processing of your personal data.

Our Data Protection Officer may be contacted by:

- a) e-mailing them at: [lod@m3mcom.pl](mailto:lod@m3mcom.pl)
- b) sending a letter (preferably labeled "c/o: data protection officer") at REX Concepts BK Poland sp. z o.o. ul. Raławicka 2-4, 53-146 Wrocław

## **VI. CHANGES TO THE COOKIE POLICY**

The Policy is verified on an ongoing basis and updated as needed. The current version of the Policy has been approved and is applicable as of 10.05.2024.