

This *Privacy Policy and the Terms of Use of Cookies* sets the rules for storing information and accessing them via cookies on the vib.vsoft.pl website.

I. Definitions

- Website operator - an entity placing cookie files on the user's end device and accessing them: VSoft SA, ul. Puzkarska 7J, 30-644 Krakow.
- Website - a website where the website operator delivers content to the user (the person visiting the website). The site is located in the vsoft.pl domain.

II. The purposes of use of cookie files

1. The website operator uses its own cookies for the following purposes:
 - A. Website configuration:
 - correct functioning of the site and settings selected by the user, e.g. the language setting.
 2. The website operator uses external cookies for the following purposes:
 - A. Presenting multimedia contents on the website. These contents are downloaded from an external website:
 - www.youtube.com (cookie files administrator: Google LLC based in the USA).
 - B. Collection of general and anonymous statistical data via analytical tools:
 - Google Analytics (cookie files administrator: Google LLC based in the USA),
 - Google Tag Manager (cookie files administrator: Google LLC based in the USA).
 - C. Collection of general statistical data (name of company visiting website) via analytical tools:
 - Leadfeeder (cookie files administrator: Leadfeeder based in Helsinki, Finland; Leadfeeder tracker adds a visitor cookie. This cookie is called `_lfa` and has a two year expiry date from when it was first set. The cookie is set for the website domain only, Leadfeeder does not use 3rd party cookies – more information: <https://www.leadfeeder.com/leadfeeder-and-gdpr/>).
 - D. Collection of anonymous statistical data to improve page experience:
 - Hotjar (cookie files administrator: Hotjar Ltd. - <https://www.hotjar.com/>; steps to data collection opt-out: <https://www.hotjar.com/legal/compliance/opt-out>).
 - E. Collecting anonymous data to measure the effectiveness of paid advertising on LinkedIn (information on tracking conversion on LinkedIn: <https://www.linkedin.com/help/lms/answer/67603>).
3. By means of cookie files, no confidential information about the user is collected.

III. Specifying the storage conditions for cookies

1. The user can change the cookie settings independently and at any time by specifying the conditions for their storage. The user can make these changes using the web browser settings.
2. The site may contain links to websites of other companies or organizations. VSoft SA is not responsible for the procedures and mechanisms used in these enterprises/organizations regarding the protection of privacy and for the content of other websites.