

GOMEZ.PL COOKIES POLICY

We use a technology known as “cookies” to facilitate the use of our website. You can turn off or limit the option of receiving cookies in your browser at any time. However, it may cause some difficulties or prevent the use of our website in the scope in which it uses cookies.

What are cookies?

Cookies are small files (IT data) stored by visited websites on the user’s end device (computer, laptop, smartphone, etc.). They facilitate the use of the Internet by storing browsing information. Thanks to cookies, websites know that you are logged in, remember your settings, and provide personalized content. The information included in these files can only be read by the website which stored them. It means that the website which uses cookies does not have access to other such files stored on your computer.

Can I resign from accepting cookies?

Activities related to storing and sending cookies are supported by web browsers and are invisible to the user. Most web browsers are set up to accept cookies by default. However, you can set up your browser in such a way as to be able to reject the requests to store selected cookies or cookies at all. You can do so in your web browser’s settings. However, before you decide to change your default settings, remember that many cookies help to increase the comfort of use of websites. Turning off cookies can influence how our website will display in your browser and may result in problems with logging into your Customer Account.

Information on how to change the conditions of storing and receiving cookies and how to delete them is available here:

- for [Chrome](#),
- for [Mozilla Firefox](#),
- for [Internet Explorer](#),
- for [Opera](#).

Why does our website use cookies?

Cookies used on our website allow for a proper personalization of displayed information and a presentation of content suited to users’ needs. They also allow for the measurement of user interactions on the website. We use cookies to adjust and improve the way of the site functioning, as well as measuring the efficacy of actions taken on the website, and customizing advertisements to users’ individual needs. Additionally, cookies allow us to study users’ preferences and, as a result, they allow us to improve the quality of our services. Cookies particularly allow for:

- customizing the content of advertisements displayed on the website,
- measuring user’s traffic on websites with the use of Google Analytics code (more information can be found on the following website: <https://www.google.com/analytics/learn/privacy.html?hl=pl>),
- using the mechanism of a tool studying user’s preferences,
- remembering the lack of permission to display certain content in the future,
- measuring the efficacy (conversion tracking) of actions taken for Gomez, ex. in Google Display Network, affiliate programs, affiliate networks,
- customizing the content of advertisements shown in Google Display Network (remarketing) – more information on cookies used in Google Display Network AdWords can be found on the following website: <http://support.google.com/adwords/answer/2407785>,
- establishing, maintaining, and managing user sessions, as well as remembering language preferences and other settings on the website,
- authentication of the user and ensuring user session on the website.

What „cookies” do we use?

Our website uses the following types of cookies:

- **Gomez own cookies:** created by **gomez.pl** website
- **external cookies (third-party cookies):** information coming from the servers of parties with which we cooperate (ex. Google, Facebook); they allow for the adjustment of advertisements to the preferences and habits of users, the assessment of advertising efficacy, and the creation of the so-called general user profiles, etc.
- **session cookies:** they are stored on the user's device and remain there until the moment the session of a given web browser is ended (when the stored information is permanently deleted from the device's memory),
- **persistent cookies (permanent):** they are stored on the user's device and remain there until they are deleted; ending the session of a given web browser or turning off the device does not delete them from the user's device.

Gomez own cookies are used for the following purposes:

website configuration, especially:

- customizing the content of the website to user's preferences and optimizing the use of the site (ex. PHPSESSID)
- recognizing the device of the website's user and its location, as well as maintaining a proper display of the website's pages suited to the user's individual needs (ex. WD)

user authentication on the website and ensuring user session on the website, especially:

- maintaining user session on the website (after logging in), thanks to which the user doesn't have to reenter login and password on each subpage of the website (ex. HASH MD5)
- proper configuration of selected functions of the website, enabling especially the verification of the authenticity of the browser session (ex. PHPSESSID)

realization of processes necessary for the full functionality of the website, especially:

- customizing the content of website's pages to user's preferences and optimization of the use of website's pages; especially, the files allow for the recognition of basic parameters of the user's device and a proper display of the website's pages suited to user's individual needs (ex. WD)
- proper handling of an affiliate program, especially enabling the verification of sources of users' redirections to the website's pages (ex. PHPSESSID)
- enabling the use of the "Basket" and "Wish List" features on the website (ex. PHPSESSID)

analysis and study of viewing activity audit, especially:

- creating anonymous statistics which help to understand how the website's users use the website, which enables to improve its structure and content (_gali).
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External cookies are used for the following purposes:

- presenting multimedia content downloaded from an external website (ex. YouTube.com, administrator cookies: Google LLC headquartered in the USA) on the website's pages,
- gathering general and anonymous statistical data using analytical tools (ex. Google Analytics, administrator cookies: Google LLC headquartered in the USA),
- presenting advertisements suited to user's preferences with the use of tools of Internet advertising (ex. Google AdSense, administrator cookies: Google LLC headquartered in the USA),
- logging into the website via a social media platform (ex. Facebook.com, administrator cookies: Facebook Inc headquartered in the USA or Facebook Ireland headquartered in Ireland; Google.com, administrator cookies: Google LLC headquartered in the USA),
- using interactive features in order to popularize the website through social media (ex. Instagram.com, administrator cookies: Instagram LLC headquartered in the USA; ex. Facebook.com, administrator cookies: Facebook Inc headquartered in the USA or Facebook Ireland headquartered in Ireland; Pinterest.com, administrator cookies: Pinterest Inc. headquartered in the USA),
- presenting opinions downloaded from an external website (ex. Ceneo.pl, administrator cookies: Opieno Sp. z o.o. headquartered in Wrocław, Poland) on the website,
- expressing opinions by a user (ex. YourCX, administrator cookies: YourCX Sp. z o.o. headquartered in Wrocław, Poland),
- using interactive features in order to popularize the website through social media (ex. Facebook.com, administrator cookies: Facebook Inc headquartered in the USA or Facebook Ireland headquartered in Ireland).

The list of cookies used by our website is available below. What is more, you can check it at any moment using tools of your Internet browser.

THE LIST OF MOST IMPORTANT COOKIES

gomez.pl

Cookie name	Description of the operation
_dc_gtm_UA-*	Used by Google Tag Manager to control the loading of the Google Analytics script tag. Expires at the end of session.
_ga	Records a unique ID used to generate statistical data on how the user uses the website. Expires after 12 hours.
_gid	Records a unique ID used to generate statistical data on how the user uses the website. Expires after 12 hours.
banners_*	Information banners on the website. Expires after 12 hours.
box-page-top-cookie-*	The display of the top advertising banner. Expires after 30 days.
cc_cookie_accept	Accepting to store cookies. Expires after 12 hours.
cc_cookie_decline	Refusing to store cookies. Expires after 12 hours.
cookie_name	Cookie name. It expires after 30 days and is generated again.
PHPSESSID	A session cookie created and existing only while the browser's session is on. It is necessary for the proper functioning of the website.
_gali	This cookie is usually stored in a browser on the first visit to the website. If the cookie is deleted by the browser's operator, and then the browser revisits gomez.pl website, a new _gali cookie is assigned a different unique ID. In most cases, this cookie serves to recognize unique users on gomez.pl and is updated with every view of the website. Moreover, this cookie is provided with a unique ID which Google Analytics uses in order to ensure the validity and availability of the cookie as an additional security measure. It expires after a year.
018a104ff75b939e1d8c13547bea6c5f	A session cookie formed and existing only during the session of a logged user. It is necessary for the proper functioning of the User profile. It expires after logging out.
_gat_UA-*	Used to differentiate users. Expires after 10 minutes.

Config1.veinteractive.com

Cookie name	Description of the operation
Opt-out	A cookie used to avoid cookies. If you accept to block cookies, cookies from specified websites or advertisers are blocked in your browser. Virtually, it shows that you do not want to participate in controlling advertising, profiling, or tracking your searches in any other way. This cookie blocks cookies only from a specified server and it is not a general tool blocking cookies from any visited website. However, you can manage all cookies in browser settings.

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Bid.g.doubleclick.net

Cookie name	Description of the operation
IDE	Used by Google DoubleClick to record and report the activities of the website's users after they saw or clicked one of the advertisers' ads in order to measure the ad's efficacy and display ads targeted at the user.
DSID	These cookies do not include any information which enables the identification of the user. Sometimes such cookie includes an additional ID visually resembling an ID cookie. This ID is used to identify an advertising campaign which was available to the user earlier, but no personal data is stored in the cookie. Expires after 2 years.

audiencemanager.de

Cookie name	Description of the operation
IDE	Used by Google DoubleClick to record and report the activities of the website's users after they saw or clicked one of the advertisers' ads in order to measure the ad's efficacy and display ads targeted at the user.
Nano	Advertising network zanox. Expires in 179 days.
NmpAddThis	Advertising network zanox. Expires in 19 days.
NmpAppNexus	Advertising network zanox. Expires in 19 days.
Npr	Gathers geolocation data of the visitor using NPR services in order to provide users with the proper content, including the content from the nearest member stations. Geolocation data includes various information on location based on latitude and longitude (if the user turned on localization services for the NPR app on a mobile device) or NPR may approximate the location of the visitor based on the user's computer or mobile device IP.
NmpDBM	Advertising network zanox. Expires in 19 days.

onaudience.com

Cookie name	Description of the operation
cookie	Expires after 10 years.
done_redirects*	Expires after 13 days.
_snrs_uuid	Unique and changing client ID. It expires after 10 years.

_snrs_p	Used to record the UUID client ID, the time of the first visit, the time of the last visit, the number of visits, the number of views in a session, the length of a session, the number of sessions. Expires after 10 years.	Używane w latach
_ga	Records a unique ID used to generate statistical data on how the user uses the website and it expires after 2 years.	Rejestruje
_snrs_puuid	A unique permanent client ID. Expires after 10 years.	Unikalny s
_gid	Records a unique ID used to generate statistical data on how the user uses the website and it expires after 24 hours.	Rejestruje

google.com

Cookie name	Description of the operation	Opis działania
NID	A NID cookie contains an ID which Google uses to remember user preferences and other information, especially this referring to the preferred language (ex. Polish), the number of search results displayed on the site (ex. 10 or 20), and turning Google SafeSearch filter on or off.	Plik cookie języka (np
dv	This cookie is usually stored in a browser on the first visit to the website. If the cookie is deleted by the browser’s operator, and then the browser revisits gomez.pl website, a new _gali cookie is assigned a different unique ID. In most cases, this cookie serves to recognize unique users on gomez.pl and is updated with every view of the website. Moreover, this cookie is provided with a unique ID which Google Analytics uses in order to ensure the validity and availability of the cookie as an additional security measure. It expires after a year.	Ten plik co odwiedza niepowtarz który Goo

google.pl

Cookie name	Description of the operation	Opis działania
NID	A NID cookie contains an ID which Google uses to remember user preferences and other information, especially this referring to the preferred language (ex. Polish), the number of search results displayed on the site (ex. 10 or 20), and turning Google SafeSearch filter on or off.	Plik cookie języka (np
CONSENT	Permission to use Cookies.	Zgoda na
1P_JAR	Google uses this cookie to customize advertisements and adjust them to your interests.	Google uży

facebook.com

Cookie name	Description of the operation	Opis działania
fr	Used by Facebook to deliver a series of advertising products such as rates from external advertisers in real time. Expires after 3 months.	Używany p

dpr	Allows to control Share and Like buttons. Expires at the end of session.	Pozwala n
reg_ext_ref	URL of the first visited Facebook page. Expires at the end of session.	URL pierw
reg_fb_gate	URL of the first visited Facebook page. Expires at the end of session.	Adres URL
reg_fb_ref	URL address of external referrer. Expires at the end of session.	Adres URL
wd	Dimensions of the browser's window. Expires at the end of session.	Wymiary o
datr	Cookie „datr” is created when a browser gets access to facebook.com website (apart from social plugin iframes) and the cookie helps us identify a suspicious activity log and ensure user safety. For instance, we use it to indicate suspicious activity, ex. failed log-in attempts and attempts to create many spam accounts. Expires after 2 years.	Ustawiany nam ziden prób logo
presence	The state of the chat. Expires at the end of session.	Stan czatu
xs	Session number and key. Expires within 1 month.	Numer ses
act	Time stamp and the counter of actions of the user. Expires at the end of session.	Znacznik c

SERVER LOGS

General information	Recorded logs are retained indefinitely and used to generate statistics helpful in managing the gomez.pl website. Such summaries are of a collective character and do not include features identifying individuals visiting the gomez.pl website. Logs are not disclosed to individuals not connected with the management of the gomez.pl website.
Informacje przechowywane w plikach logów gomez.pl	<p>Gomez.pl website's server log files store the following information:</p> <ul style="list-style-type: none"> the public IP address of the computer from which the request came (it can be directly the user's computer), user name provided in the authorization process, time the request came, the first line of the http request, http response code, the number of bytes sent by the server, URL address of the website previously visited by the user (referrer link) – in case visiting the gomez.pl website happened through a link, Information on the user's browser, information on errors that occurred during a HTTP transaction, information on cookies, information on session.