

## Cookies Policy

1. This Cookie Policy, which is an extension of the Privacy Policy, concerns detailed issues related to the use of cookies, pixel codes and the implementation of other Internet technologies and the processing of personal data by the Service.
2. The Service belonging to TAILORCLOTH S.C., address: ul. Sokola 51, 30-244 Kraków, NIP: 6772455264, REGON: 386697482 (hereinafter: the Service) collects information contained in cookie files.
3. Cookie files - so-called "cookies" - are computer data, in particular text files, which are stored on the end device of the Service user and are intended for using the Service's websites. Cookies usually contain the name of the website from which they originate, the time of their storage on the end device and a unique number. Cookie files can be read by our IT system (own cookies) or the IT system of third parties (third party cookies). In order to optimize its functioning, the Service uses third-party cookies, which are also used for analytical and statistical purposes.
4. The entity that places cookies on the Service user's end device and obtains access to them is the operator of the Service [www.tailorcloth.com](http://www.tailorcloth.com).
5. The Service uses profiling.
6. The Service analyzes access logs with information about the IP number of users. Information obtained in this way is used for the following purposes: administrative, statistical research and [ ]. While navigating the Service, certain anonymous information may be passively collected (i.e. without the user actively providing this information). This is done using various technologies such as cookies, Internet tags or www beacons or registration of the route around the website (log records, server logs and data on the order in which buttons are activated, so-called "clickstream data"). The web browser used automatically transfers some of such anonymous data to this website.
7. Cookies are used for the following purposes:
  - a) to adapt the content of the Service's web pages to the user's preferences and to optimize the use of web pages; in particular, these files allow the Service user's device to be recognized and the website to be properly displayed, adjusted to their individual needs;
  - b) creating statistics that help understand how users of the Service use websites, which allows for improving their structure and content;
  - c) maintaining the Service user's session (after logging in), thanks to which the user does not have to re-enter their login and password on each subpage of the Service;
  - d) for advertising purposes (including remarketing, retargeting) and connecting with social media, displaying behavioral advertising using the Google Ads tool, which is intended to provide users with advertising content. They can also be used to display advertisements outside the Service pages, i.e. with our advertising partners.
8. We make every effort to ensure that our promotional, informational and marketing materials are valuable to the user, therefore, in order to adapt marketing information to the individual preferences and interests of a given user (presenting advertisements, offers, promotions / discounts), information regarding the use of the Service is used, e.g. by analysing the frequency with which the user visits the Service, data on orders, activities in the administrator's sales channels (computer IP, cookies, preferred methods of purchase), data on interest in the offer, Newsletter or assortment, sociodemographic data (e.g. gender, age, location). We make every effort to ensure that the information obtained as a result of profiling using automated IT systems constitutes the basis for the analysis of user expectations, without significantly affecting the user's decisions.
9. The Service uses two basic types of cookies: "session cookies" and "persistent cookies". "Session" cookies are temporary files that are stored on the user's end device until logging out, leaving the

website or disabling the software (internet browser). "Persistent" cookies are stored on the user's end device for the time specified in the cookie parameters or until they are deleted by the user.

10. The following types of cookies are used within the Service:
  - a) "essential" cookies, enabling the use of services available within the Service, e.g. authentication cookies used for services requiring authentication within the Service;
  - b) cookies used to ensure security, e.g. used to detect abuses in the scope of authentication within the Service;
  - c) "performance" cookies, enabling the collection of information on the manner of using the Service's web pages;
  - d) "functional" cookies, enabling the "remembering" of settings selected by the user and personalization of the user interface, e.g. in terms of the selected language or region from which the user comes, font size, appearance of the website, etc.;
  - e) "advertising" cookies, enabling the provision of advertising content to users that is more tailored to their interests.
11. When a user uses the Service, cookies are used to identify their browser or device. Cookies collect various types of information that, in principle, do not constitute personal data. However, some information, depending on its content and method of use, may be associated with a specific person and thus be considered personal data. Selected cookies may therefore, in some situations, process the user's personal data. The processing of personal data from cookies or similar technologies on our Service takes place for the purposes of ensuring the functioning of the Service, adapting the Service to the user's preferences, or for analytical purposes. Processing takes place on the basis of a legitimate interest. The legal basis for the processing of personal data for advertising or statistical purposes is express consent, expressed by making a selection and checking the checkbox during the process of expressing consent to cookies. The provisions of the Privacy Policy apply to information collected by cookies that may be associated with a specific person.
12. During the first visit to the Service, the user is displayed with information on the use of cookies. You can agree to them or not.
13. If the user does not consent to the use of cookies by the Service, then we will only use the necessary, technical cookies, necessary for the proper functioning of the Service. Cookies that do not belong to the group of technical files will be loaded only after expressing consent to cookies (opt-in clause).
14. You can withdraw your consent at any time. Withdrawing consent does not affect the lawfulness of the processing that was carried out on the basis of consent before its withdrawal. It should be noted that disabling or limiting the use of cookies may cause difficulties in using the Service. The possibility of withdrawing consent at this link.
15. In many cases, the software used to browse websites (internet browser) allows cookies to be stored on the user's end device by default. Users of the Service may change the settings for cookies at any time. These settings may be changed in particular in such a way as to block the automatic handling of cookies in the settings of the internet browser or to inform about their placement on the device of the Service user each time. Detailed information on the possibilities and methods of handling cookies is available in the software settings (internet browser). Failure to change the settings of the web browser to settings that block the saving of cookies is tantamount to consenting to their saving.
16. It is possible to set the browser on your computer in such a way that it warns the user when a cookie is being sent or blocks the sending of such files altogether, although in the latter case some functions of this website may not work. The Service Operator therefore informs that restrictions on the use of cookies may affect some functionalities available on the Service's websites.
17. Here is a list of tools that may be helpful to additionally manage your privacy:
  - a) cookie settings within the web browser;
  - b) browser plug-ins supporting cookie management, e.g. ghostery,

- c) additional software managing cookie files,
  - d) incognito mode in the web browser,
  - e) behavioral advertising settings, e.g. youronlinechoices.com,
  - f) cookie management mechanism from the Service level,
  - g) Google Analytics Opt-out,
  - h) Google Ads Settings,
  - i) Facebook Ads Settings.
18. Cookies are placed on the Service user's end device and may also be used by advertisers and partners cooperating with the Service operator.
  19. Based on cookies, the Service also uses technology that allows advertising messages to reach users who have previously visited the Service, while using other websites, using the Google Ads tool.
  20. The Service also uses the Google Ads remarketing tool, which allows users to be presented with advertisements based on their interests from other websites belonging to the Google advertising network. For this purpose, Google stores cookies in the browsers of users who visit certain Google services or websites in the Google Display Network, in order to uniquely identify the web browser on a specific device.
  21. The Cookie Policy is for informational purposes. In all matters not regulated by the Cookie Policy, the Privacy Policy or the Terms and Conditions of the Online Store shall apply. Changes will be introduced in the event of changes in the applicable provisions of law or changes in the technological conditions of the functioning of the Service.

The document enters into force: 01.01.2025.