

Information about cookies and other services

ITCraftship stores data in your browser/device using cookies, which are small text files. Regulation states that we are allowed to save cookies on your unit if they are strictly necessary to deliver the service you have requested to use. For all other cookies we have to get your consent.

The ProData Consult servers serve content (such as HTML, graphics, JavaScript and cookies) from these domains:

www.prodataconsult.pl
www.itconsultants.pl
gfx.prodataconsult.com

*The ProData Consult (multiple subdomains delivering secure versions of the above 3)

To improve the speed of the website, HTML, graphics and JavaScript can be stored in your browser for up to 2 months.

The cookies on our domains fall in the following categories and purposes

- 1) Necessary cookies**
- 2) Marketing cookies**
- 3) Other services**

1) Necessary cookies

The website requires the use of some Necessary cookies. Our Necessary cookies will never be used to link your data to any other services or tracking across the internet. Our necessary cookies are only used for the purpose of deliver a proper functioning website and web service. Our necessary cookies include:

Anonymous identity cookies: Used for technical reasons to keep track of your current action, such as completing a form or request for information. Their duration can vary from one visit to six (6) months, with the duration extended after each new visit.

Identity cookies placed at time of login: Used to uniquely identify you as an authenticated user that has right to edit your own data. Their duration varies from one visit to 6 months, with the duration extended on each new visit.

Cookies storing user choices: Such as which language you are using and which kind of cookies you have accepted. Their duration varies from one visit to 24 months, with the duration extended on each new visit.

Our necessary cookies also contain the use of third party services to collect and analyze anonymous information about how our visitors interact with our website. We won't track who you are, your exact location, your IP-address or other personally identifiable details. Our statistical cookies only have the purpose to improve our online services and present the best service to our visitors. The third party services that can place cookies for that purposes include:

Google Analytics: We are using this to learn how people use our public websites, and from which sources we get our website traffic. Analytics cookies are stored for 36 months after your last visit. Data sent to Analytics is not allowed to include data that can identify the person and we are only sending a partial IP address.

2) Marketing cookies

If allowed we will use selected third party services to measure more statistics as well as allow relevant adverts from us to be delivered to you on third party websites. We do this using a variety of digital marketing networks and exchanges, and it can use other advertising technologies like web beacons or pixels (storing data on your device via an image) in addition to cookies.

We will never send your name, contact details or other personally identifying details to such third parties, but they might already know who you are, and if allowed they might use your browsing history according to any privacy policy you have accepted with those third party services and websites.

When we have ads placed on third party websites, we will use anonymous information about the ad you saw and how you engaged with it to measure and improve our advertising campaigns in the future.

ProData Consult uses the following third-party marketing services on our websites:

Google Tag Manager: We are using this to record additional statistics about user interaction with our websites. Data processed via Google Tag Manager is not allowed to include data that can identify a person.

Facebook: We use the Facebook pixel. This will in some cases place a cookie which allows us to place targeted ads to our website visitors on Facebook. The Facebook pixel is stored for 360 days, with duration extended each time you visit our website.

LinkedIn: We use the LinkedIn Insight Tag. This will in some cases place a cookie which allows us to place targeted ads to our website visitors on LinkedIn. The LinkedIn Insight Tag is stored for 6 months, with duration extended each time you visit our website.

Google ads: We use Google Ads. This will in some cases place a cookie which allows us to place targeted ads to our website visitors on other websites that display ads.

Active Campaign: We use a newsletter service (Active Campaign), which can place a cookie, when you sign up to our newsletter from our website, or if you access our website from one of our newsletters. The purpose is to improve and adapt our newsletter to you, track which content you prefer as well as measure the efficiency of our newsletters.

Hotjar: We use Hotjar in order to better understand our users' needs and to optimize the experience on our services. Hotjar is a technology service that helps us better understand our users experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular anonymized IP address, device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Hotjar stores this information in a pseudonymized user profile. Neither Hotjar nor ProData Consult will ever use this information to identify individual users or to match it with further data on an individual user.

3) Other services

Our websites can request content such as fonts and videos from other websites/domains that are outside our ability to control cookie usage. Those include:

Youtube: We serve video content from www.youtube-nocookie.com to avoid cookies and protect your privacy, but there can still be necessary cookies for technical reasons, and depending on what terms you might have accepted on Youtube, you might have allowed them to place additional cookies to track your usage.

Logging in to social media sites: the ICV page allows you to log in to your account with another website (LinkedIn, Google+ or Facebook). If you use this option, your login credentials will be shared with a Third Party (applies to the chosen social media platform selected from the above mentioned). We may also store your account information from other

websites that you agree to provide to Us when you link your profile to an account from another website (currently this applies to your name, email and login). We do not collect data about your friends or social media posts.

The legal entity responsible for our usage of cookies in category 1 to 3 is:

**ProData Consult A/S
Att.: IT department
Stamholmen 157
2650 Hvidovre
Denmark**

Administer cookie consent and how to opt out:

In case you previously have given us consent to place cookies and now wish to withdraw your consent, please use the feature below:

Change preferences for cookies

Please note: If previous consent of cookies, third parties may already have collected data, which allows us to place targeted ads (as described in the section about "marketing cookies"). If you wish to opt-out of future ads you can visit the opt-out sites www.aboutads.info or www.youronlinechoices.eu