

PRINCIPLES OF PERSONAL DATA PROCESSING

INFORMATION ABOUT COOKIES

Your personal data within the website is processed by our company, **Pierre Baguette s. r. o.**, as the data controller, with its registered office at Veľkouľanská 1716/9, 925 21 Sládkovičovo, Slovak Republic, Company ID No. 36 255 220, registered in the Commercial Register of the District Court in Trnava, Section Sro, File No. 14215/T.

Contact details of the controller:

Pierre Baguette s. r. o.

Registered office: Veľkouľanská 1716/9, 925 21 Sládkovičovo, Slovak Republic

tel.: +421 918 343 866

Email: gdpr@pierrebaguette.eu

We process the personal data you provide in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (hereinafter referred to as the "GDPR") and Act No. 18/2018 Coll. on the protection of personal data, as amended. Further information on the processing of all your personal data can be found on the website <https://pierrebaguette.com/pl/pl>

Do we use so-called COOKIES on our website? And what exactly are they?

A cookie is a small text file that is stored locally in your web browser when you visit our website, including our online shop (applies to registered users). We use them to tailor the operation of our website to your needs, as well as to analyse its usage. They do not contain any personal data and cannot be used to identify you on third-party websites – including those of analytics providers.

We use the following cookies on our website:

- **strictly necessary cookies** – these cookies are essential for the website to function and cannot be disabled in our systems. They are usually set only in response to actions you take that constitute a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or notify you of such cookies, but in that case, some parts of the site may not work;

NAME	PURPOSE	TYPE AND VALIDITY
cookie_consent_status	Stores information on whether the user has consented to the processing of cookies.	1 month
CurrentDomain	Stores information about the current domain or language version of the website to ensure content is loaded correctly	Session
CurrentLanguage	Stores the user's preferred language to reload the page in the correct language version.	Session
18n_redirected	Prevents the user from being redirected again to a language version they have already selected.	1 year

- **Performance cookies** – these cookies enable us to determine the number of visits and the sources of traffic so that we can measure and improve the performance of our website. They help us identify which pages are the most and least popular and see how many visitors are navigating the site. All information collected by these cookies is aggregated and therefore anonymous. If you do not enable these cookies, we will not be able to collect data about your

behaviour on our website; in other words, the processing of these cookies is subject to your consent;

NAME	PROVIDER	PURPOSE	TYPE AND VALIDITY
_ga	google.com	Distinguishes users (unique ID)	2 years
ga*	google.com	Stores session state	2 years
_gid	google.com	Distinguishes users within a session	24 hours
_gat	google.com	Limits request rate	1 minute

- Marketing cookies** – these files help us track visits and activity on our website, as well as the individual pages you have visited and the links you have followed. They allow us to link a visit with information that the website visitor has voluntarily provided about themselves. The purpose of their use is to tailor our website and the content displayed on it to your interests to the greatest extent possible through targeted advertising on websites participating in the advertising network. Advertising is targeted based on the anonymous behaviour of a user or group of users on the website. If you do not enable these cookies, we will not be able to collect data relating to your activity; in other words, the processing of these cookies is subject to your consent;

NAME	PROVIDER	PURPOSE	TYPE AND VALIDITY
_gcl_au	google.com	Measures conversions	90 days
_gcl_aw	google.com	Links ad clicks to conversions	90 days
IDE	doubleclick.net	Remarketing	13 months
test_cookie	doubleclick.net	Verifies cookie support	15 minutes

The above cookies represent the most commonly used cookies of the respective tools. The actual scope of cookies used may vary depending on the configuration of the tools, user consent settings, and the specific implementation on the website.

- Third-party cookies** – these are files from third parties (i.e. not the website operator) whose purpose is to collect certain information and thus carry out various studies of behaviour, demographics and the like. If you do not enable these cookies, it will not be possible to collect the relevant data; i.e. the processing of these cookies is subject to your consent;

NAME	PROVIDER	PURPOSE	TYPE AND VALIDITY
IDE	doubleclick.net	Remarketing	13 months
test_cookie	doubleclick.net	Verifies cookie support	15 minutes

In addition to the above, our website also uses:

a) **Google Analytics** – we use Google Analytics on our website, a web analytics service provided by Google Inc. ('Google') that uses cookies to analyse your use of our website. The information collected via this tool is transmitted to a Google server in the USA and stored there. However, if IP anonymisation is activated on our website, your IP address will be truncated by Google within the

Member States of the European Union or in other signatory states to the Agreement on the European Economic Area. Only in exceptional cases will the full IP addresses be transferred to a Google server in the USA and truncated there. On our behalf, Google will use this information to evaluate your use of our website, compile reports on website activity and provide other services relating to website and internet usage in connection with our company as the operator of the website.

Google will not associate the IP addresses transmitted by your browser as part of Google Analytics with any other data. IP addresses are processed in a shortened/anonymised form in accordance with the settings of Google Analytics.

You can prevent data collection via Google Analytics by clicking on this link: [Disable Google Analytics](#). An opt-out cookie will be set, which will prevent from collecting your data in future when you visit our website. Alternatively, you can also download and install the browser plugin available at this link: <https://tools.google.com/dlpage/gaoptout>.

Further information on the terms of use and data protection by Google Analytics can be found at <http://www.google.com/analytics/terms/gb.html> or at <https://policies.google.com/>.

b) **Google advertising features** – we use Google advertising features on our website. Google uses cookies to implement the described advertising features. Cookies enable the analysis of user behaviour when visiting the website, and this data can be used, for example, for usage- and interest-based advertising.

Our website uses Google's **remarketing** feature. This feature allows website visitors to be targeted with interest-based advertising when they visit other websites within the Google Display Network or use Google Search, provided they have previously visited certain sections of this website. As part of the remarketing function, a DoubleClick cookie from Google may be stored.

If we run a communication/marketing campaign targeting online advertising, we use **Google Ads**, which uses the remarketing function to display adverts to you based on your likely interests and your use of this website. Depending on the objective of the advertising campaign, a so-called conversion cookie or an advertising standard cookie may be stored for the purpose of determining whether the user has seen the advertisement and whether they have clicked on it.

As part of the advertising features of Google Analytics, reports are generated regarding impressions on the Google Display Network, as well as reports on the estimated demographic characteristics and likely interests of website visitors. We learn about your estimated demographic characteristics and your likely interests through your use of our websites and apps, or from other companies that also use Google's advertising features to understand your likely interests. This information is stored in a Google Ads cookie and a Google DoubleClick cookie, and may be shared with a third party, such as an advertiser.

Google will not associate the IP address sent by your browser with any other data held by Google. The use of these services may involve the processing of personal data, in particular in the form of online identifiers and information about user behaviour.

Information on how you can prevent data collection via Google's advertising features can be found here: <https://support.google.com/ads/answer/2662922>.

You can find more detailed information about Google's advertising features and the cookies used, as well as the privacy policy relating to Google's advertising features, here: <https://www.google.com/policies/technologies/ads/> or <https://policies.google.com/>.

How long do we process cookies?

Strictly necessary cookies – only for the time necessary to ensure the functionality of the website.

Performance cookies – for a maximum of 13 months from the date of consent, or until consent to their processing is withdrawn.

Marketing cookies – for a maximum of 13 months from the date of consent, or until consent to their processing is withdrawn.

Third-party cookies – for a maximum of 13 months from the date of consent, or until consent to their processing is withdrawn.

Cookie management

In this regard, we would like to draw your attention to the fact that the rights set out in the Privacy Policy available on the website <https://pierrebaguette.com/pl/pl> apply to you accordingly.

If you have given us your consent regarding the use of cookies, you may withdraw this consent in accordance with the GDPR. If you do not give us your consent to the use of cookies, you will still be able to visit our website, but some features may not function correctly. In addition to refusing cookies via the website settings, you can adjust your cookie settings in your web browser – in this case, you will need to select the option to refuse or block cookies in your browser settings. You can also change or withdraw your cookie preferences at any time via the cookie banner available on our website. You can do this via the following links, where you will find detailed information on disabling cookies in common browsers:

[Internet Explorer](#)

[Mozilla Firefox](#)

[Google Chrome](#)

[Safari](#)

Cookies and automated decision-making, including profiling

The use of cookies on our website may result in automated decision-making or profiling, solely for marketing purposes. In this case too, the use of cookies may involve the processing of personal data, in particular in the form of online identifiers and information about user behaviour, for example for the purpose of displaying personalised advertising. In accordance with Article 22(1) of the GDPR, you have the right not to be subject to such decision-making based solely on automation if the decision produces legal effects concerning you or similarly significantly affects you.

Changes to this policy

The Company may decide to amend or update this policy. The current version of the policy will always be available on the Company's website <https://pierrebaguette.com/pl/pl>