

Cookie policy of the saltus.pl service

The saltus.pl Website (further: "Website") is an Internet service comprising online pages, including their subpages) where services are provided by electronic means.

This cookie policy applies to the Website and to services performed via it, with the exception of the following:

- a. **Buy insurance online** - <https://direct.saltus.pl>, where the external provider is the company Asekuracja spółka z ograniczoną odpowiedzialnością (a limited liability company) with seat in Sopot, at Władysława IV 22, 81-743 Sopot,
If using this service, please familiarize yourself with the Privacy and Cookie Policy of the service provider, to be found at the website of the service provider,
- b. **Schedule a medical consultation** - <https://pacjent.saltus.pl>, where the external provider is the company Aspire Systems Poland Spółka z ograniczoną odpowiedzialnością (a limited liability company) with seat in Gdańsk, at al. Grunwaldzka 472c, 80-309 Gdańsk.
If using this service, please familiarize yourself with the Privacy and Cookie Policy of the service provider, to be found at the website of the service provider,
- c. **Knowledge hunter** - <https://lowcawiedzy.saltus.pl>, where the external provider is the company GLK MULTIMEDIA sp. z o.o. with seat in Łódź at ul. Kamińskiego 17/19, 90-229 Łódź.
If using this service, please familiarize yourself with the Privacy and Cookie Policy of the service provider, to be found at the website of the service provider.

The Service uses cookies to store information or access information stored on the User's telecommunications device, in particular on the User's computer which the User uses to access the Service.

1.

What are cookies?

Cookies are small files, usually text, sent by the server of the visited website and stored on the User's final device (computer, laptop, smartphone, tablet). As a rule, cookies are safe and do not adversely affect the operation of the device on which they are placed. Their placement does not cause any changes in the configuration of the device or in the software installed on the device.

2.

How long are cookies stored?

Two types of cookies are used due to the storage period:

2.1

Session cookies: these are temporary cookies stored on the User's terminal device until the User logs out, leaves the Website. Such cookies are necessary for the correct operation of certain applications and the correct display of the content of the Website.

2.2

Persistent cookies: are used to make the Website (online page) more attractive to the User (e.g. by personalizing navigation). Cookies of this type remain in the User's browser for the time specified in the parameters of the cookies (indicated below) or until they are deleted by the User. Persistent cookies allow the transmission of information (e.g., a unique identifier used to generate statistical data on the visitor's use of the website, specific session data) to the Owner's server each time the User visits the Website.

3.

Who places and uses cookies?

Depending on who places and uses the various cookies, two categories of cookies can be identified:

3.1

Own cookies (also known as first party cookies) placed and used by the Website's Owner;

3.2

External cookies (third party cookies)- allow tools and functions provided by third-party providers, e.g. data analytics solution providers, online marketing service providers, social media platforms, to operate on the website. Through these cookies, third-party providers can obtain information about the manner in which the User accesses and uses the website, as well as other websites with which these providers cooperate.

4.

What is the purpose of cookies?

The different types of cookies are used for the following purposes:

4.1

Necessary cookies enable the reliable operation of the Website, allow the proper use of its basic functions such as navigation on the site, setting privacy preferences, maintaining the session of the User using the Website. Necessary cookies are used by default and stored on the User's device (computer, laptop, smartphone, tablet) when entering the Website.

The User can change their browser settings to block them, but the website will then not work properly.

4.2

Functional cookies are used to provide the User with greater convenience in the use of electronic services (Contact service, Newsletter, Damage or Complaint service, Login service). These cookies allow the Website Owner to remember the User's settings and personalize certain functionalities or presented content (e.g., information about whether you are a new or returning User on the Site, information whether the User has already been asked to fill out certain forms). With functional cookies, the Owner can provide the User with greater comfort in navigating the Website. These files are also used to remember the data entered into the forms when filling them out - so the User returns to the same view and does not have to fill out the forms again.

4.3.

Analytical and statistical cookies are used to collect general information regarding the use of the Website. They allow the Website owner to measure the number and time of visits, analyze traffic and its sources, find out which subpages are most popular and how Users navigate the Service. This helps to improve the operation and performance of the Website. These cookies help the Website owner to understand the behavior of different Users on the Site, by collecting and reporting anonymous information.

4.3

Advertising and marketing cookies used on our Website allow us to display ads tailored to your preferences and interests. They can be used to create advertising profiles of Users and to avoid presenting ads that are random and do not match their preferences. They allow to measure the effectiveness of ads and advertising campaigns, prevent the same ads from appearing again. They can also be used to display ads on other websites.

5.

What analytical and statistical tools do we use

5.1

Google Analytics 4 - this service is offered by Google, Inc. with seat in the United States. Data collected on specific Users is encrypted and stored under a unique and randomly assigned ID number. When collecting, gathering and reporting information, Google Analytics 4 does not record or store IP addresses. Analytics removes any IP addresses collected from EU Users before storing them, using domains and servers located within the EU.

We use Google Analytics 4 for statistical and analytical purposes only.

5.2

Hotjar - an analytical and information tool that helps understand how Users interact with a website. It can record Users' sessions, create heat maps of clicks and movements showing on which areas of the site Users most often click, scroll or spend the most time, and conduct surveys and gather feedback. This allows the Website owner to better understand the User experience and identify areas for improvement.

6.

Which marketing and advertising cookies do we use (cookies from external vendors - third party cookies).

6.1

Google Ads - an online software for creating online ads using which can be used to reach persons who are interested in our products and ads at the moment. It is used to create and alter advertising campaigns; based on the pages visited by the User it allows to display ads based on the User's interests. The ways in which Google processes User data are described in the Google Privacy Policy <https://policies.google.com/privacy> and in the document <https://policies.google.com/technologies/ads>.

6.2

Search Ads 360 – allows to automate the process of management and optimization of Google Ads campaigns - marketing campaigns run in numerous search engines and various communication channels. The built-in integration with Google Marketing Platform enables the tracking and management of digital campaigns on a single platform, delivering advanced multi-channel buying, reporting and attribution capabilities.

More information can be found under this link:

<https://support.google.com/searchads/answer/1187512?hl=pl>.

6.3

Google Tag Manager - a tag management system that enables quick and easy update of tracking codes and related code snippets, or tags, at the Website. By adding a small piece of Tag Manager code, the Website owner can easily and securely deploy analytics and measurement tag settings using the web-based user interface.

More information can be found under this link:

<https://support.google.com/tagmanager/answer/6102821?hl=pl>.

6.4

Meta – Meta's Pixel is a short code placed on the Website that allows to measure the effectiveness of advertisements based on analysis of Users' actions on the Website. Meta's Pixel automatically collects information about your use of our Website and, based on the information collected about Users, enables the display of advertisements that are appropriate for them. The information collected through Meta's Pixel does not allow us to identify Users.

Information about cookies from Meta, as well as information about how ads are displayed and how to block them on Facebook is available at the following link:

<https://www.facebook.com/policies/cookies/>.

6.5

YouTube

The Website can embed content from YouTube on its pages and subpages. For this purpose, cookies of Google LLC tied to the YouTube service are used, including the DoubleClick cookies.

When the User plays a movie clip at our Website, Google - as the owner of YouTube - receives information of that fact even if the User does not have a YouTube profile, or is not logged in at the moment.

If the User is logged into YouTube while using our Website, Google will be able to directly ascribe the visit at our Website to the User's profile at YouTube. The purpose and scope of collecting data is described in YouTube privacy policy which is available at the following link:

<https://www.youtube.com-privacy>.

7.

The types of cookies used at the saltus.pl Website:

Name	Vendor	Purpose	Validity date	Category
Necessary cookies				
CsrfToken	Saltus	Secures forms at the Website against XSS attacks	1 year	Own (1st party)
JSESSIONID	Saltus	Used to protect against CSRF attacks (Cross Site Request Forgery).	session	Own (1st party)
JSESSIONID	analiza.saltus	Used to protect against CSRF attacks (Cross Site Request Forgery).	session	Own (1st party)
RequestVerificationToken	pacjent.saltus	Prevents forgery, is set by web applications built using ASP.NET MVC technology. It is designed to prevent unauthorized publishing of content on a website, which is known as request forgery between sites. It does not store any user information and is destroyed when the browser is closed.	session	Own (1st party)
_ei	Google	Security	6 months	External (3rd party)
YSC	Google, YouTube	Security	session	External (3rd party)
pm_sess	Google	helps maintain the browsing session and protects against unauthorized access from malicious Web sites.	30 minutes	External (3rd party)
pm_sess_NNN	Google	helps maintain the browsing session and protects against unauthorized access from malicious Web sites.	30 minutes	External (3rd party)
aboutads_sessNNN	Google	helps maintain the browsing session and protects against unauthorized access from malicious Web sites.	30 minutes	External (3rd party)
Functional cookies				
saltus_cookie	Saltus	Stores information on whether the User closed the cookie banner that informs of cookies used at the web page.	1 year	Own (1st party)
ASP.NET_SessionId	Saltus	Maintains guest session state on all page requests.	session	Own (1st party)
SSO_SESSION_ID	Saltus	Stores the guest's session data.	session	Own (1st party)
SSO_SESSION_ID	sso.saltus	Stores the guest's session data.	session	Own (1st party)
ASP.NET_SessionId	lowcynagrod.saltus	Maintains guest session state on all page requests.	session	Own (1st party)
ASP.NET_SessionId	tuw.saltus	Maintains guest session state on all page requests.	session	Own (1st party)
ASP.NET_SessionId	tuzycie.saltus	Maintains guest session state on all page requests.	session	Own (1st party)
PHPSESSID	zdrowiewpracy	Allows the web pages to remember data regarding session status.	session	Own (1st party)
Analytical and statistical cookies				
ga	Google	Calculates visitor, session and campaign data, and tracks site usage for the site	3 years	Own (1st party)

		analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.		
ga_#	Google	Collects the data of the number of user's visits to the website, with the dates of the first and last visit.	2 years	Own (1st party)
	Google	Used to monitor and limit the number of requests by Google Analytics.	1 minute	Own (1st party)
gid	Google	Records the unique identifier used to generate statistical data about how a visitor uses the website.	1 day	Own (1st party)
hjAbsoluteSessionInProgress	Hotjar	Used to count how many times a website has been visited by different visitors - this is done by assigning the visitor an ID, so that the visitor is not registered twice.	30 minutes	Own (1st party)
hjIncludedInSessionSample	Hotjar	It collects statistics about the user visiting the website, such as the number of visits, the average time spent on the website page and the pages that were read.	3 minutes	Own (1st party)
hjFirstSeen	Hotjar	It is used to determine whether a user has visited the website before or if this is a first-time visitor to that site. It stores a true/false value, indicating whether Hotjar has seen this user for the first time.	30 minutes	Own (1st party)
hjIncludedInPageviewSample	Hotjar	Used to detect whether user navigation and interactions are included in the data analytics of the website.	30 minutes	Own (1st party)
hjSessionUser_{site_id}	Hotjar	It collects statistics about users visiting the website, such as the number of visits, the average time spent on the website page and the pages that were read.	1 year	Own (1st party)
hjSession_{site_id}	Hotjar	It collects statistics about users visiting the website, such as the number of visits, the average time spent on the website page and the pages that were read.	30 minutes	Own (1st party)
Marketing and advertising cookies				
_gsa	Google	AdSense for searches	3 months	External (3rd party)
_gpi	Google	AdSense, Google advertising Manager	13 months	External (3rd party)
_gpi_opcja	Google	AdSense, Google advertising Manager	13 months	External (3rd party)
NID	Google	AdSense for searches, Google Ads	6 months	External (3rd party)
DSID	doubleclick.net	To store user's preferences	2 weeks	External (3rd party)
ID	doubleclick.net	for advertising purposes: generating, targeting, counting views, for disabling ads and for measuring their effectiveness.	13 months in the EEA and Great Britain / 24 months elsewhere	External (3rd party)

_gads	doubleclick.net	To deliver advertisements, or for retargeting	13 months	External (3rd party)
GED_PLAYLIST_ACTIVITY	Set up from partner's domain	AdSense, Google Ad Manager, YouTube	session	External (3rd party)
ACLK_DANE	youtube.com	AdSense, Google Ad Manager, YouTube	5 minutes	External (3rd party)
receive-cookie-deprecation	doubleclick.net	Campaign manager, Display & Video 360	6 months	External (3rd party)
FPAU	Set up from partner's domain	Campaign manager, Display & Video 360, Google Ads, Search Ads 360	90 days	External (3rd party)
ANID	Google	Used to display ads on websites that do not belong to Google.	13 months in the EEA and Great Britain / 24 months in other countries	External (3rd party)
AID	Google	Used to combine activities on different devices for users logged into a single Google account.	13 months in the EEA and Great Britain / 540 days in other countries	External (3rd party)
IDE	doubleclick.net	Collects information on the user's activities at the website. This information is used to deliver advertisements to retargeting groups.	13 months in the EEA and Great Britain / 24 months in other countries	External (3rd party)
TAID	Google	Used to match advertisements to user's interests.	14 days	External (3rd party)
FPGCLDC	from the partner's domain	sends information on how users behave on the advertiser's website when they click on an ad.	90 days	External (3rd party)
_gcl_dc	from the partner's domain	Used to download information on the clicks on ads, stores information in an own cookie and connects them with conversions outside the target site.	90 days	External (3rd party)
_gcl_au	from the partner's domain	Campaign manager, Display & Video 360, Google Ads, Search Ads 360	90 days	External (3rd party)
FLC	doubleclick.net	Determines the association of different devices with a single user using Google account login information. Allows coordination of displaying ads on different devices and counts conversion events.	10 seconds	External (3rd party)
RUL	doubleclick.net	Display&Video 360, Google Ads	12 months	External (3rd party)
FPGCLAW	from the partner's domain	Google Ads	90 days	External (3rd party)
FPGCLGB	from the partner's domain	Google Ads	90 days	External (3rd party)

_gcl_gb	from the partner's domain	Google Ads	90 days	External (3rd party)
_gac_gb_<wpid>	from the partner's domain	Google Ads	90 days	External (3rd party)
_gcl_aw	from the partner's domain	Google Ads	90 days	External (3rd party)
1P_JAR	Google	Google Ads	30 days	External (3rd party)
Conversion	Google	Google Ads	90 days	External (3rd party)
VISITOR_INFO1_LIVE	youtube.com	Google Ads, YouTube	180 days	External (3rd party)
VISITOR_INFO1_LIVE__k	youtube.com	Google Ads, YouTube	180 days	External (3rd party)
VISITOR_INFO1_LIVE__default	youtube.com	Google Ads, YouTube	180 days	External (3rd party)
gac<wpid>	Google	Google Analytics	90 days	External (3rd party)
PAIDCONTENT	doubleclick.net	Google surveys	30 days	External (3rd party)
APC	doubleclick.net	Campaign manager, Display & Video 360	6 months	External (3rd party)
(detailed information about Google's advertising and measurement cookies can be found under: https://business.safety.google/adscookies/?hl=pl)				

8.

Cookie management

8.1

You may manage the cookies on your device by giving or withholding your consent to the use of cookies for particular purposes by selecting the appropriate option in the “Manage Cookies” window that appears on our Website page.

8.2

You may completely delete selected cookies, or all cookies that have been previously stored on your device through our Website, or you may change the settings of your browser so as not to allow the storage of cookies. However, some cookies are necessary for the proper functioning of our Website. Thus, deleting or disabling such cookies may prevent you from using certain features on the Website, or significantly reduce the quality of your use of the Website.

9.

Data retention period

If the relevant consent has been given, the User's data will be used for the purposes specified in that consent until it is withdrawn, but no longer than the expiration of the cookies specified in the Cookie Policy. The withdrawal of consent includes, in particular, the User's own deletion of cookies from their terminal device. The withdrawal of consent does not affect the lawfulness of processing that was carried out on the basis of consent before its withdrawal. Cookies that the User has consented to and has not removed as part of the withdrawal of consent will be stored on the User's terminal device in accordance

with the time limits specified in the Cookie Policy - their removal by the Administrator from the User's terminal device is not technically possible.