Cookie Policy

Welcome to Bayler Digital and our website at www.baylerdigital.com. This Cookie Policy describes the purposes for which we and our partners use cookies and similar technologies and how you can manage your preferences regarding cookies.

This Cookie Policy applies to www.baylerdigital.com (our "Website") operated by Bayler Digital ("Bayler Digital", "we", "us", or "our") acting as the data controller.

If you have any questions about this policy or our data protection practices, please contact us using support@baylerdigital.com or write to us at the above address.

Why do we have a Cookie Policy?
This Cookie Policy sits in line with Poland`s Act on the Provision of Services by way of Electronic Means ("APSEM") and the EU`s Privacy and Electronic Communications Directive ("PECD"). In accordance with them, we need to inform you about the cookies we use and obtain your consent when using certain types of cookies namely Functional, Performance, Analytical, and Advertising Cookies.

What is a cookie?
A cookie is a text file or software element that records information about your device's navigation on the Internet. It is controlled by your browser and sometimes contains a unique number or a random number. A cookie allows our partners or us as creators of cookies, to recognize your device during the period of its validity when it accesses digital content that contains cookies from the same creator.

Some of the information from cookies does not allow your direct or indirect identification, nor does it constitute Personal Data. Other information may allow your identification and as such is subject to our Privacy Policy. If you would like more information regarding how we use, store, and protect your Personal Data and your rights, we recommend that you read our Privacy Policy.

Why does our website use cookies?
We are always looking for new ways to improve our website and provide better content and experiences to you. Consequently, we use different types of cookies (as described below). In the case of some cookie categories, your consent is required and obtained through our Cookie Pop-Up before the cookie is placed on your device. In any case, you always have control over cookies and can refuse, allow, or delete cookies.

How can I manage cookies?
a) Browser control
Most browsers allow you to control cookies through the cookie settings, which can be customized for giving your consent to the use of cookies. In addition, most browsers will enable you to review and delete cookies. To do so, please refer to the documentation provided by your browser manufacturer by following the relevant link [Google Chrome,](#) [Mozilla Firefox,](#) [Microsoft Edge, Opera,](#) [Safari.](#)

b) Pop-Up Consent Tool
We offer a cookie preference pop-up (CookieLawInfo of [CookieYes LTD](#)) to allow you to specify your preference about cookies. You can accept or reject them or access this Cookie Policy before giving your consent to cookies or rejecting them. This permits you to make an informed decision about the cookies we use. You are free to accept or reject cookies, but please note that after rejecting them, browsing our website might be less user-friendly and the relevant content might be affected.

You may, regardless of your original choice, from time to time withdraw your consent or adjust your settings using the Browser control settings, clearing your cookie folder or by changing your preferences in our Pop-Up Consent Tool.

What types of cookies do we use?
A cookie can be classified in different ways.

According to its lifetime, a cookie is either a:

- A session cookie, which is deleted when you close your browser.
- A persistent cookie, which remains on your device for a predefined period of time, according to the specific cookie's lifespan.

Given the domain to which they belong, they are either:

- First-party cookies, which are set by the web server of the visited site and have the same domain, in this case, our domain.
- Third-party cookies, which are stored by another domain in the domain of the visited page. They are set by a third party, partners contracted by us. To the extent that they use cookies, these external partners are responsible for the cookies they use. We recommend that you read their Privacy Policies.

Apart from these characteristics, cookies can be classified in terms of how they work:

- The least privacy-invasive type of cookies are *Essential or Necessary cookies*. These cookies are essential or necessary to ensure that a website works properly and is secure so that you can navigate a website and use its features. Without these cookies, certain features of a website would not function, and thus you would not be able to use certain services. They are strictly necessary for your navigation, consequently, they do not require your prior consent. These cookies are NOT managed by our Pop-Up Consent Tool.

- There are also *Functional cookies* or sometimes called convenience cookies. These cookies allow a website to remember the options a user has made (including user IDs stored, consents given, or languages selected) and other personalization options you have selected when browsing. You are free to accept or reject them, but if they are blocked, there is a possibility that the service choice you previously made will not be saved.

- Further, there are also *Analysis and performance cookies,* which are used to monitor and improve the function and service of a website. Those can track down problems when using a website, facilitate online surveys, record visitor numbers, and provide analytics metrics. You are free to accept or reject them, but if they are blocked, less information will be available to us to improve the performance of its website.

- Lastly, *advertising cookies or targeting cookies.* They are used to deliver customized advertising to the user. This can be very convenient but might be annoying. The use of these cookies requires your prior consent.

In the following, we list the optional or not strictly necessary cookies *(Performance and analytics cookies, Functional cookies, Targeting or advertising cookies)* used on this website in detail. Please keep in mind that this list may be updated occasionally.

- *_ga_**
    - *.baylerdigital.com*
    - *Google Analytics sets this cookie to store and count page views.*
    - *1 year 1 month 4 days*
    - *Analytics*

- *_ga*
  - o *.baylerdigital.com*
  - o *Google Analytics sets this cookie to calculate visitor, session, and campaign data and track site usage for the site's analytics report. The cookie stores information anonymously and assigns a randomly generated number to recognize unique visitors.*
  - o *1 year 1 month 4 days*
  - o *Analytics*

- *_fbp*
  - o *.baylerdigital.com*
  - o *Facebook sets this cookie to display advertisements when either on Facebook or on a digital platform powered by Facebook advertising after visiting the website.*
  - o *3 months*
  - o *Analytics*

Validity and questions

This Cookie Policy was last updated on Saturday, 24th June 2023, and is the current and valid version. However, we want to point out that from time to time due to actual or legal changes a revision to this policy may be necessary.

If you have any questions about this policy or our data protection practices, please contact us using support@baylerdigital.com or write to us at the above address.