



## **POLICY FOR THE USE OF “COOKIES”**

### **I. USE OF COOKIES**

We use cookies or similar tools to improve the attractiveness of our website and allow the proper use of certain features. This includes the use of small text files stored on your device that retain specific settings and exchange data between your browser and our system. Some of the cookies we use will be deleted at the end of your browser session. - after your browser is closed (so-called session cookies). Other cookies remain on your device and allow us to recognize the browser on your next visit (permanent cookies).

Cookies do not contain any personal data and therefore can not be assigned by any user. Based on cookie technology, we only receive anonymous information, e.g. the channel that leads you to our website, which pages are viewed on our website, and so on. Please note that some cookies are placed as soon as you enter our web site. You can configure your browser to be informed when you place cookies and decide in individual cases whether you want to accept them or not. You can reject cookies for specific cases or completely (detailed instructions about your browser's setup options are given below). If you reject all cookies, the functionality of our website may be compromised. Below we provide information about the cookies we use and how you can customize your browser in this regard.

### **II. NECESSARY COOKIES**

These are the cookies we need to be able to offer you a properly functioning website that allows you to take advantage of the services we provide. If these cookies are blocked, you will not be able to use our web site.

### **III. ANALYTICAL COOKIES AND COOKIES RELATED TO THE EFFICIENCY**

These cookies allow the collection of anonymous user behavior on our website. We analyze them to improve the functionality of our site and to recommend products that will be of interest to you. These cookies help us measure traffic patterns to determine which parts of our website have been visited. We use them to explore the habits of visitors so that we can improve our services. These cookies are not essential to the website and we will always ask for your consent before placing these cookies. You can withdraw your consent at any time.

### **IV. FUNCTIONAL COOKIES**

These cookies are used for certain features of our website, e.g. improve site navigation, or provide personalized and relevant information (e.g., ads that match your interests). These cookies record information about your visit to the website, the previous pages, and the links you've clicked on. We use this information to customize your website and show ads that fit your interests.

### **V. THIRD-PARTIES COOKIES**

The cookies of some of our ad providers help make our site more appealing to you. Therefore, our partners' cookies are also stored on your hard drive by visiting our site. These are temporary cookies and are automatically deleted after a certain amount of time. As a rule, our partners' cookies are deleted within a few days. The cookies of our partners do not collect



personal data. They will collect pseudonymized data under a username. These pseudonymous data will not be associated with your personal data. All modern browsers allow you to change your cookie settings. You can find these settings in the options menu or preferences of your browser. To be aware of these settings, the following links can help you or you can use the Help button from your browser menus:

[Cookie settings in Internet Explorer](#)

[Cookie settings in Firefox](#)

[Cookie settings in Chrome](#)

[Cookie settings in Safari web](#) and [iOS](#).

If you're most concerned about third-party ad cookies generated by advertisers, you can exclude them from here: [Your Online Choices site](#).

## **VI. USE OF GOOGLE ANALITICS FOR ANALYSIS**

This website uses Google (Universal) Analytics, a web analytics service provided by Google Inc. (www.google.com). Google (Universal) Analytics uses methods that allow you to analyze when using the website, for example, through cookies, text files stored on your computer. The information created for the use of this site is usually transferred to a Google server and stored there. Activating the IP anonymity of this Web site will lead to the IP address being abbreviated prior to transfer to the European Union Member States or other Contracting Parties to the European Economic Area Agreement. Only in exceptional cases will the full IP address be transferred to a Google server and will be truncated there. The anonymous IP address transferred from your browser to Google Analytics will not be associated with any other data recorded by Google.

## **VII. PLUG-INS OF SOCIAL NETWORKS**

This website uses plugins on social networks Facebook, Google +, YouTube and LinkedIn. On certain pages in the site are buttons of social networks. If you're signed in to one of our social networks during our visit to our website, the social network can link access to our website with your account. Then any action associated with using some of the buttons for sharing, liking, and so on. on social networks, will be delivered to and saved from the social network so that your friends / followers will be able to see what you liked or shared on that particular website. If you do not want social networks to link your visit to our website with your accounts, you must sign out of your social networking account before visiting this website. This website uses a Facebook pixel. Facebook pixel is an HTML code placed on our website that allows us to set, measure and optimize our audience in marketing campaigns. The Facebook-Pixel measures the conversions of different devices, allows for automatic targeting of site visitors, and re-targeting and creating dynamic ads. Through Facebook - Pixels, we do not collect personal information directly, but instead use the available information for the user to re-target our site. In this action, however, we do not know personal information about the particular user - e.g. who is the user.

## **VIII. BEHAVIOUR TARGETED ADVERTISING COOKIES**

This website uses Google AdWords, a remarketing and behavioral targeting service provided by Google. With this service, advertising on our site connects to the AdWords advertising network using cookies. VGF does not identify or collect user data using Google AdWords.



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