Cookie Policy

I.   Introduction

The website www.moreismore.pl uses cookies to improve service quality and tailor website content to users' needs. This document explains how cookies are used on the Website.

II.   Who is the controller of your personal data?

The data controller More is more sp. z o.o., ul. Śmiała 34/4, 01-523 Warszawa (hereinafter the "Administrator"). The Administrator ensures compliance with all rights under the GDPR (Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016), and the information on cookies is part of the privacy policy.

III.   What data do we process?

We may process data related to the use of the website on any device (computer, phone, tablet, etc.) that allows access to the site. Some of this data, when combined with other information, may constitute personal data. Using online technologies, we may collect:

✓   The name of the website from which the cookies originate, their storage duration, and a unique identifier.

✓   Device data (e.g., type, model, unique identifiers, MAC address, IP address, operating system, settings).

✓   Information about activities on the site (e.g., visit time and duration, pages visited, last visits).

✓   Location data (e.g., IP address, device positioning).

✓   Information about marketing activities (e.g., ad clicks, cookie consents).

✓

IV.   What are cookies?

Cookies are small text files stored on the user's device (e.g., computer, phone), used to recognize the device and adjust the site to individual preferences. They contain information such as the name of the website, storage duration, and a unique identifier. Cookies are used to facilitate the use of the Website and personalize its content.

Cookies on the Website are categorized as follows:

a)   Essential cookies.

b)   Preference or functional cookies.

c)   Analytical cookies.

d)   Targeting or advertising cookies.

V. What cookies do we use?

✓ Essential cookies: Necessary for the proper functioning of the Website and do not store data that can identify users.

✓ Preference or functional cookies: Remember your preferences (e.g., language) and make using the Website easier.

✓ Analytical cookies: Collect data on how the Website is used, helping to improve it (used only with user consent).

✓ Targeting or advertising cookies: Track user activity to display ads tailored to their preferences.

VI. Purposes of using cookies

✓ Ensuring security and protection against unauthorized access.

✓ Adjusting the Website's content to user preferences.

✓ Creating anonymous statistics to analyze Website usage.

✓ Improving Website performance and efficiency.

✓ Displaying appropriately tailored advertisements.

VII. How long are cookies stored?

✓ Persistent cookies: Stored on the user's device for a specified time until deleted by the user.

✓ Session cookies: Stored only during the browser session and deleted after it is closed.

VIII. Automatic data processing (profiling)

Data from the end device is processed automatically while using the Website, allowing the Administrator to assess certain user-related factors, including for marketing purposes.

IX. Google Analytics

We use Google Analytics, which collects data about your visits to the site (e.g., pages visited, time spent on the site). Google Analytics uses cookies from Google LLC. You can decide whether to consent to their use in the cookie settings.