

COOKIE POLICY

Effective date: May 25, 2025

This document provides a detailed overview of how METASWAP SPÓŁKA Z OGRANICZONĄ ODPOWIEDZIALNOŚCIĄ, KRS 0001143298, NIP 7252350594 (hereinafter referred to as the «Company») utilizes cookies and other tracking technologies across our digital platforms. We are committed to respecting your privacy and ensuring transparency in how we collect, use, and share data through these technologies. As part of this commitment, we use cookies and tracking technologies only with the explicit consent of our users, unless such technologies are essential for the core functionality and operation of our services.

1. INTRODUCTION

This Cookie Policy outlines how the Company and authorized third parties may use cookies and tracking technologies in connection with the operation of our primary website

<https://www.macpay.io>

Our goal is to help you understand:

- Cookies and online tracking technologies: What they are, how they function, and the different types we use to enhance your experience.
- How we use cookies and tracking technologies: The specific purposes for which these tools are deployed, such as improving site performance, personalizing content, and delivering targeted advertisements.
- Managing cookies: How you can control the use of cookies and tracking technologies, including options for accepting or declining their use, and how to modify your settings at any time.
- How to contact us.

We encourage you to read through this policy to fully understand how cookies and tracking technologies impact your interaction with our digital services. By continuing to use our services, you consent to this policy and our use of cookies as outlined herein.

2. COOKIES

- 2.1. Cookies are small text files that a web browser stores on a computer or device when certain web pages are visited or specific actions are taken on the Company's website or other sites. They help the browser remember a visitor's preferences and display relevant information, such as items in the shopping cart, ensuring the visitor is not treated as a new user each time a page is accessed.
- 2.2. Some cookies, known as «session cookies» are stored only during a visit to help with website navigation and provide relevant content. Others, called «persistent cookies» are stored for

longer periods, allowing the browser to remember preferences from previous visits. Cookies are harmless to the device, anonymous, and unique to the user's browser.

3. COOKIES AND THEIR USE ON OUR WEBSITE

At Company, we use a variety of cookies and tracking technologies to improve, manage, and monitor the performance of our digital services. Below is a detailed overview of the types of cookies we use, their purposes, and how they enhance your interaction with our online services.

3.1. Strictly Necessary Cookies

Strictly necessary cookies are essential for the proper functioning of a website. Without these cookies, the site would not operate properly. These cookies do not collect any personally identifiable information or monitor your browsing activity. They are critical for ensuring smooth website operation and enhancing user experience.

3.1.1. Purpose:

- User authentication: These cookies allow us to securely log you into our website and client platforms, and keep you logged in as you navigate through different pages.
- Basic functionality: They enable core features like page navigation, accessing secure areas, and using essential functionalities such as payment processing.
- Content management: These cookies assist in tasks like accurately filling out forms and managing content.
- Privacy Management: They help manage and maintain your privacy settings during your session, ensuring compliance with your preferences.

3.2. Analytical Cookies

Analytical cookies are used to collect information on how you interact with our website and client platforms. This data helps us analyze user behavior, track performance, and pinpoint areas for improvement.

3.2.1. Purpose:

- Usage tracking: These cookies track your visits to our site, the pages you view, and how you interact with various features. This information is crucial for improving the user experience.

- Performance analysis: They enable us to measure performance metrics, such as load times, navigation patterns, and the overall effectiveness of our digital services.
- Data-Driven improvements: Insights gained from these cookies allow us to conduct research and statistical analysis, leading to continuous enhancements in our content, products, and services.

3.3. Functional Cookies

Functional cookies are designed to remember your preferences and settings, allowing us to provide a more personalized and seamless experience with each visit to our website.

3.3.1. Purpose:

- Preference storage: These cookies save information such as your preferred language, layout choices, and other settings, so you don't need to adjust them on every visit.
- Enhanced user experience: They enable advanced features like personalized content and interface adjustments based on your previous interactions.
- Convenience: By remembering your preferences, these cookies streamline your experience, reducing the need for repetitive actions and enhancing your overall interaction with our services.

3.4. Targeting Cookies

Targeting cookies are used to deliver ads tailored to your interests and browsing habits. These cookies help us and our advertising partners ensure that the ads you see are relevant and meaningful.

3.4.1. Purpose:

- Ad relevance: These cookies track your browsing activities across our website and others, allowing us to deliver ads that align with your interests.
- Frequency capping: They limit how often you see the same ad, ensuring a more engaging experience without repetition.
- Campaign effectiveness: These cookies measure the frequency and effectiveness of ads, helping us refine our advertising strategies.
- Information sharing: The data collected through these cookies may be shared with our advertising partners, allowing them to present you with ads likely to interest you.

4. COOKIE LIST

COOKIE NAME	DURATION	DESCRIPTION	CATEGORY
_sessionid	Session	This cookie is created when a user visits the website and holds temporary session data. It helps the website remember user actions like filling in forms, navigating through pages, or adding items to a shopping cart. It expires once the user leaves the site.	Strictly Necessary
_preferences	1 day - 1 year	Stores user preferences, such as language choice, layout customization, or theme. This cookie ensures that the website maintains these settings on subsequent visits, allowing users to experience a personalized interface without needing to reconfigure settings.	Functional
_ga	1 day - 2 years	A Google Analytics cookie that collects data on user behavior across multiple pages and sessions. It tracks metrics like time spent on the site, pages viewed, and interactions with site features. This information helps us optimize the website to better meet user needs and preferences.	Analytical
_utm	1 day - 6 months	Used for tracking user interactions across websites to help deliver ads tailored to their interests. This cookie tracks activities such as page visits, clicks on ads, and engagement with content, enabling the delivery of more relevant advertisements across different platforms.	Targeting
_lang	1 day - 1 year	Remembers the user's preferred language, theme, or layout, and ensures that each visit to the website presents content according to the user's selections. This cookie is particularly useful for international websites or sites with multiple language options.	Functional

_auth_token	Session	Ensures that the user remains logged in during their visit. This cookie is essential for keeping the user authenticated as they move through various parts of the website, such as accessing their account, completing transactions, or viewing personalized content.	Strictly Necessary
_privacy_settings	Session	Tracks and stores user privacy preferences (such as cookie consent or data-sharing choices) throughout a session. This cookie ensures that user privacy settings are respected and enforced, and users don't need to repeatedly adjust their privacy preferences.	Strictly Necessary
_gid	1 day	A Google Analytics cookie used to distinguish users and track their interactions with website content. It is primarily used for tracking page views, clicks, and other events, helping to analyze site performance and user behavior. It is typically used alongside the _ga cookie.	Analytical
_fbp	1 day - 3 months	A cookie used by Facebook to deliver personalized advertising. It tracks user activity across websites and delivers ads relevant to their interests. The cookie helps Facebook and third-party partners measure ad effectiveness and optimize ad targeting.	Targeting
_czid	1 year	This cookie is primarily used for tracking user activity and interests. It helps deliver personalized content and ads based on user browsing patterns, such as the types of products or services they've viewed. It is used to ensure that the user receives more relevant advertising during their session.	Targeting

_csrfToken	Session	Protects the website from Cross-Site Request Forgery (CSRF) attacks by ensuring that actions taken on the site are legitimate and initiated by the user. This cookie is crucial for form submissions and maintaining security during user interactions with web applications.	Strictly Necessary
_wp-settings	1 year	Remembers user-specific preferences related to WordPress settings, including the theme, display options, and page layouts. This cookie is used to personalize the experience for users by adjusting the layout and content presentation based on previous choices.	Functional
_tgcw_1	1 day	Tracks how users interact with specific content on the site, including clicks and engagement levels. This cookie is designed to provide insights into which sections or elements of the site attract the most attention, helping improve design and content placement.	Analytical
_cfduid	1 month	A Cloudflare cookie that is used for security and performance optimization purposes. It helps to improve website speed by caching content, allowing quicker loading times. This cookie also helps in managing security threats by distinguishing between human users and potential bots.	Functional
_hs	1 day - 2 years	Used by Hotjar, this cookie tracks the behavior of users on the website, such as clicks, scrolling, and mouse movements. It helps to analyze the user experience by recording behavior patterns, which are then used to enhance the website's functionality and ease of use.	Analytical

_gcl_au	1 day	A Google AdSense cookie that tracks interactions with ads and helps measure ad campaign performance. It is used to provide users with more relevant ads and helps advertisers understand which ads are most effective.	Targeting
_zscaler	Session	A security cookie used by Zscaler to provide secure and efficient data access across the website. It ensures that users are protected from security threats while browsing and helps enhance the overall safety of their browsing session.	Strictly Necessary

5. MANAGING COOKIES

5.1. On our website, users have the ability to manage their cookie preferences through the cookie information bar. This feature allows users to accept or decline non-essential cookies, granting them control over which cookies are enabled during their visit. However, essential cookies, which are required for the basic operation of the website, cannot be disabled.

5.2. In addition to the cookie management options available on our website, users can control cookies directly through their device's browser settings. Most modern browsers allow users to view, manage, and delete cookies, offering greater flexibility in managing their privacy and browsing experience. Additionally, some devices have built-in privacy or security settings that enable users to control cookies and local storage on a more granular level.

5.3. Different browsers offer various ways to manage cookie settings. Below are instructions for adjusting these settings in some of the most popular browsers:

Chrome:

Navigate to «Settings» > «Privacy and security» > «Cookies and other site data»

Here, you can block or allow all cookies, or customize settings for third-party cookies and specific sites.

Firefox:

Go to «Preferences» > «Privacy & Security» > «Cookies and Site Data»

From there, you can block cookies, allow them, or set custom preferences. Firefox also offers enhanced tracking protection.

Internet Explorer:

Open «Internet Options» > «Privacy» > «Advanced»

Configure how first-party and third-party cookies are handled, or choose to block them. Safari:

Access «Preferences» > «Privacy»

Manage cookie settings to block all cookies, manage website data, or set site-specific preferences.

5.4. Certain mobile devices and tablets offer additional options for managing cookies. To access these options, check the "Privacy" or "Security" settings on your device. It's important to note that disabling cookies may affect the functionality of specific apps or websites.

5.5. While cookies enhance your browsing experience by remembering preferences and login information, blocking them can lead to issues:

- Functionality: Essential features such as shopping carts or login sessions may not function correctly.
- Service Access: Some services or content may become unavailable without cookies.
- User Experience: You might need to manually re-enter your information or preferences every time you visit the website.

5.6. Find information on how to manage cookie settings on certain browsers via the following links:

[Cookie settings in Chrome](#)

[Cookie settings in Firefox](#)

[Cookie settings in Internet Explorer](#)

[Cookie settings in Safari](#)

6. COOKIE USAGE ON FIRST VISIT

6.1. When you visit our website for the first time, cookies are used to enhance your browsing experience. These cookies help us understand how you interact with our digital services, allowing us to improve our website and offer more personalized content. Upon your initial visit, a cookie banner or notification will appear to inform you about the use of cookies and to request your consent for non-essential cookies.

6.2. On your first visit, you will be presented with an option to manage your cookie preferences. This will be done through the cookie information bar or banner that appears on your screen. You will be able to:

- Accept all cookies: This option will enable all cookies, including essential and non-essential ones, ensuring the best possible user experience.

- Decline non-essential cookies: If you choose this option, only essential cookies necessary for the core functionality of the website will be used.
- Customize cookie preferences: You can choose which types of cookies you want to allow. This option provides the flexibility to enable or disable cookies based on your preferences, including those related to performance, functionality, and targeting.

6.3. Essential cookies will be activated automatically on your first visit, as they are required for the basic operation of the website. These cookies are necessary to:

- Ensure secure logins and maintain login sessions across pages.
- Enable the website to function smoothly, including tasks like page navigation and access to secure areas.
- Facilitate essential features such as the shopping cart or payment processing.
- Since these cookies are vital for the website to operate, they cannot be disabled.

6.4. For non-essential cookies (such as analytical, functional, and targeting cookies), your explicit consent will be required. On your first visit, you will be able to make an informed decision about whether to allow these cookies. Non-essential cookies serve various purposes, such as:

- Performance and Analytics: Tracking user behavior to improve site performance, analyze navigation patterns, and optimize content delivery.
- Personalization: Storing preferences and settings to enhance your experience and provide relevant content tailored to your interests.
- Advertising: Enabling the delivery of targeted advertisements based on your browsing history and behavior.

6.5. The cookie banner or notification on your first visit allows you to accept, decline, or adjust your preferences regarding cookies. You can choose your preferred cookie settings by clicking on the “Manage Preferences” or similar option. If you do not interact with the banner, essential cookies will still be applied by default. The banner will remain visible until you make your selection.

6.6. Once you make your cookie preference choice on your first visit, we will store a cookie to remember your preferences. This means that when you revisit our website, we will apply the settings you previously selected, without prompting you for your consent again (unless your browser settings or cookies are cleared).

6.7. We may update our cookie usage practices from time to time. Any changes to our cookie policy will be communicated to you through an updated cookie notification on your next visit. If there are significant changes in how we use cookies, you will be given the opportunity to review and manage your preferences again.

6.8. If you have any questions about the cookies used during your first visit or how to manage them, please refer to the «Managing Cookies» section above or contact us directly via the

contact details provided on the website. We are committed to ensuring transparency and assisting you with your cookie preferences.

7. THIRD-PARTY SITES

7.1. Our website may contain links to third-party websites that are not controlled by us. These third-party sites may have their own privacy policies and cookie practices, which may differ from ours. We encourage you to review the privacy and cookie policies of any third-party websites you visit through links on our platform. Please note that we are not responsible for the content, privacy practices, or security measures of any third-party websites.

7.2. Some third-party sites may use cookies or other tracking technologies to gather information about your browsing activities. These third-party cookies are typically used for purposes such as:

- Personalized Advertising: To show you targeted ads based on your interests and browsing history across different websites.
- Analytics and Performance Tracking: To collect data about user interactions on the website and improve their services.
- Social Media Integration: Cookies used by social media platforms to enable features such as sharing content or liking posts directly from our site.

These cookies are set by third parties and are not controlled by us. We have no access to or control over the data collected by these third-party cookies.

7.3. The third-party services used on our website may include, but are not limited to, the following:

- Advertising Networks: These companies use cookies to deliver more relevant advertisements to users based on their browsing behavior. Examples may include Google Ads or social media platforms like Facebook.
- Analytics Providers: Third-party services such as Google Analytics may use cookies to track website usage and provide us with insights about how users interact with our site. This helps us improve the website and user experience.
- Social Media Platforms: These platforms, such as Twitter, Facebook, LinkedIn, and others, may place cookies on your device to allow for social media sharing functionality or to track your interactions with their platforms. These cookies may also be used for advertising or analytics purposes.
- Content Providers.

7.4. You have the ability to manage third-party cookies through your browser settings or by using the cookie management tool on our website. However, please note that blocking or disabling third-party cookies may affect the functionality of some features on third-party websites.

7.5. Here are the steps you can follow to manage third-party cookies:

Adjusting Browser Settings: Most modern browsers allow you to block third-party cookies. The process may vary by browser, but generally, you can find these settings under the «Privacy» or «Cookies» section in the browser settings.

- Chrome: Settings > Privacy and Security > Cookies and Other Site Data > Block Third-Party Cookies.
- Firefox: Preferences > Privacy & Security > Enhanced Tracking Protection > Custom > Cookies > Block Third-Party Cookies.
- Safari: Preferences > Privacy > Prevent Cross-Site Tracking.

7.6. As previously mentioned, third-party sites have their own privacy and cookie policies that are independent of ours. We do not have control over their practices and are not liable for any actions taken by these third parties, including how they collect and process your data. We recommend reviewing their privacy and cookie policies before using their services.

7.7. Our website may contain links to external websites for your convenience or to provide additional information. By clicking on these links, you will leave our website and enter a site controlled by a third party. We do not endorse, control, or assume responsibility for any third- party websites or their privacy practices. We advise you to review their privacy and cookie policies carefully before providing any personal information.

7.8. We may partner with third-party advertisers who use cookies to deliver ads that are more relevant to you. These advertisers may track your browsing activities across various websites to serve you personalized ads based on your preferences and behavior. You may be able to opt-out of targeted advertising by visiting the relevant opt-out pages or using your browser's settings to block third-party cookies.

7.9. Third-party privacy and cookie policies may change over time, and we encourage you to regularly check the policies of any third-party services you interact with. While we strive to keep our users informed, it is your responsibility to stay updated on these changes. If you have any concerns or questions regarding third-party cookie usage, we recommend contacting the respective third-party service providers directly. If you have any questions about the third- party cookies used on our website or would like to know more about our third-party partners, please feel free to contact us through the details provided on our website. We are here to assist you in managing your privacy preferences and to ensure your experience is as transparent as possible.

8. UPDATES TO THE COOKIE POLICY

- 8.1. We may update and revise this Cookie Policy periodically to reflect changes in the way we use cookies, technological advancements, regulatory requirements, or improvements in our website's functionality. Any changes will be communicated through the website by updating the «Last Updated» date at the top of this policy. It is essential that you review this policy regularly to stay informed about how we are using cookies and managing your data. By continuing to use our website after any updates, you acknowledge your acceptance of the revised policy
- 8.2. If we make substantial revisions that affect user preferences or data handling in a manner that may require action on your part, we may ask for your renewed consent. For example, if cookies are added that significantly alter user tracking or privacy, we may require you to accept the updated cookie settings through the cookie banner or preference management tool.
- 8.3. The version history of this Cookie Policy, including the dates when changes were made, will be available on this page. You can view the previous versions of the policy to understand the modifications over time.