

The Privacy Policy and cookies

When you use the HiPets website or mobile application, we process your personal data and information collected via cookies or other tracking technologies.

We process data and information in order to provide you with the possibility of comfortable use of all the functions of the website / application, handling your messages, notifications, complaints, wishes and other inquiries, and for archival, statistical and marketing purposes.

CAUTION! If you make an appointment with a selected expert via the website or application, your personal data is shared with that expert and he or she becomes a self-directed personal data administrator independent of us.

All the important and detailed information which can be found hereinafter, has been structured in the form of questions and answers. The choice of this form was dictated by the care for transparency and legibility of the information presented to you. We kindly encourage you to read it!

Below you will find the table of contents corresponding to the questions which we answer one by one.

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In case of any doubts related to the privacy policy, you can contact us at any time by sending an e-mail at contact@hipets.com

1: Who is the Controller of your personal data?

The Controller of your personal data is HIPETS APP LTD (a company registered in England and Wales under company number 14348396 whose registered office is at Craven House 40-44 Uxbridge Road, Ealing, London, United Kingdom, W5 2BS);

2: Who do you contact in the matters related to the processing of your personal data?

In the matters related to the processing of your personal data you can contact contact@hipets.com

3: What information do we have about you?

If you use the website or application as a customer, the pet owner may process the following information about you:

- name and surname,
- email address;
- telephone number,
- information included in correspondence,
- details related to booked appointments,
- data contained in the added opinion about the expert,
- information concerning your pet,
- image,
- IP address.

If you use the website or application as an expert providing services to the customers, pet owners may process the following information about you:

- name and surname,
- information related to the conducted business activity,
- address for deliveries,
- NIP number,
- email address;
- telephone number,
- information included in correspondence,
- details related to booked appointments,
- image,
- IP address.

Moreover, we use tools that collect a lot of information about you related to the use of our website or application. It concerns, in particular, the following information:

- information about the operating system and web browser,
- browsed subpages,
- time spent on the site,
- transitions between individual subpages,
- clicks on individual links,
- the source from which you go to the page,
- the age range you are in,
- your gender,

- Your approximate location limited to the town.
- Your interests based on your online activity.

This information is hereinafter referred to as "**Anonymous Information**".

Anonymous Information by itself is not, in our opinion, personal information, as it does not allow us to identify you and we do not match it with the typical personal information we collect about you.

Nevertheless, taking into account the rigorous jurisprudence of the Court of Justice of the European Union and the divided opinions among lawyers, as a precautionary measure, in the event that Anonymous Information is assigned the nature of personal data, this privacy policy also provides detailed explanations of the processing of this information.

As Anonymous Information is collected by external tools we use (the tools are discussed in detail in the further part of the privacy policy), Anonymous Information is also processed by tool providers in accordance with their regulations and privacy policies.

Anonymous Information is also used by the providers of individual tools to provide and improve services, manage them, develop new services, measure the effectiveness of advertisements, protect against fraud and abuse, as well as personalize the content and advertisements displayed on individual websites, sites and applications.

4: Where did we get your Personal Data from?

In most cases, you transfer them yourself. This happens when:

- you provide your e-mail address in order to receive a link to download the application,
- you register a user account and use its functions, such as booking an appointment and adding an opinion about an expert,
- you express willingness to receive the newsletter,
- you file a complaint,
- you contact us.

Moreover, part of the information about you can be automatically stored by the tools that we use:

- the website mechanism collects your IP address,
- the external tools using cookies (the tools are described in detail hereinafter) collect Anonymous Information related to your activities on the website.

There are also two situations when your data as a customer, pet owner, is provided to us by an expert whose services you use:

- the expert independently adds your data to our system in connection with the appointment,
- the expert orders us to import a contact database where your data is located.

5: Is your data safe?

We take care of the security of your personal data. We have analyzed the risks associated with individual data processing processes, and then implemented appropriate security and personal data protection measures. We monitor the condition of the technical infrastructure on an ongoing basis, train staff, review the procedures applied, and introduce necessary improvements. If you have any questions regarding your personal data, contact us at contact@hipets.com

6: Why do we process your personal data?

There is more than just one purpose of that. Below there is a list of them, followed by their more detailed overview. The respective legal bases for processing have also been assigned to the individual

purposes:

- sending a link to download the application - art. 6 sec. 1 point a of the GDPR,
- user account registration and service - art. 6 sec. 1 point b of the GDPR,
- booking an appointment - art. 6 sec. 1 point b of the GDPR,
- sending an SMS notification - art. 6 sec. 1 point b of the GDPR,
- publishing opinion about an expert - art. 6 sec. 1 point b of the GDPR,
- newsletter service - art. 6 sec. 1 point f of the GDPR,
- handling and archiving correspondence, including complaints and various types of notifications related to the functioning of the website - art. 6 sec. 1 point f of the GDPR,
- issuing an invoice or fulfilling other tax obligations - art. 6 sec. 1 point c of the GDPR in connection with with relevant tax regulations,
- archiving for the purposes of establishing, investigating or defending claims - art. 6 sec. 1 point f of the GDPR,
- creating groups of advertising recipients on social networks - art. 6 sec. 1 point f of the GDPR,
- analysis and statistics using Anonymous Information - art. 6 sec. 1 point f of the GDPR,
- own marketing using Anonymous Information - art. 6 sec. 1 point f of the GDPR.

Sending a link to download the application - details

There is a form on our website where you can enter your phone number to receive a message with a link to download our mobile application. Providing a telephone number is voluntary, but necessary to receive a message with a link.

By providing your telephone number and submitting the form, you consent to the processing of the provided telephone number for the purpose of sending a message with a link. The legal basis for processing of personal data is therefore art. 6 sec. 1 point a of the GDPR.

The provided telephone number is processed only for the purpose of sending a message with a link, and after this purpose is achieved - it is removed from our database.

User account registration and service - details

User account registration requires providing personal data specified in the registration form, such as telephone number, first and last name and e-mail address.

If you register an account as a customer, pet owner, you also provide information about your animal, such as species, name, weight, sex, age.

If you register a business account as an expert providing services to clients, you also provide information related to your business or professional activity.

Providing your personal data is voluntary, but necessary to register as a user.

In this case, personal data is processed in order to register and operate the user account, which occurs on the basis of an agreement for the provision of electronic services concluded on the conditions set out in our regulations. The legal basis for processing of personal data in this case is art. 6 sec. 1 point b of the GDPR.

Personal data is processed as long as you have a user account, and after its removal - until the expiry

of the limitation period for claims related to the services provided electronically, for archival purposes in order to establish, investigate or defend claims, which is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR.

From the level of the user account, you can modify the data stored in it.

Booking an appointment - details

Booking an appointment does not involve providing additional personal data, as they are automatically collected from your user account. The only exception is when you provide additional information related to the appointment in a dedicated form.

Booking an appointment leads to the disclosure of your personal data to the expert with whom you are making the appointment. In this way, this expert becomes a self-reporting, independent collector of your personal data.

Booking an appointment occurs as part of the website function and is a service provided electronically on the conditions set out in our regulations. The legal basis for processing of personal data in this case is art. 6 sec. 1 point b of the GDPR.

The booking history is stored in the user's account as long as you have an account, and after its removal - until the expiry of the limitation period for claims related to the services provided electronically, for archival purposes in order to establish, investigate or defend claims, which is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR.

Sending notifications via SMS - details

Sending SMS notifications does not involve providing additional personal data. Only the data previously saved in the user account is used in this respect.

As part of the services provided electronically, we send you SMS notifications on the conditions set out in our regulations. These notifications are not of a marketing nature and are related only to specific functions of the website or application.

Because we treat SMS notifications as part of our services provided electronically, the legal basis for the processing of personal data in this case is art. 6 sec. 1 point b of the GDPR.

The history of sent SMS notifications is stored in our database for the duration of the user account, and after its removal - until the expiry of the limitation period for claims related to the services provided electronically, for archival purposes in order to establish, pursue or defend claims, which is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR.

Publishing opinion about an expert - details

Publication of an opinion about an expert requires only entering the content of this opinion - personal data is collected from your user account, and if you choose an anonymous opinion, its publication on the website will occur anonymously.

Publication of the opinion leads the opinion to become visible to all people using the website or application.

Publication of opinions is one of the functions of our website and occurs as part of the services provided to you electronically on the conditions set out in our regulations. The legal basis for processing of personal data in this case is art. 6 sec. 1 point b of the GDPR.

In a situation where you stop using our services provided electronically and delete your user account, your opinion is still visible on the website, and the legal basis for the processing of your data in this case is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR. However, you can object to data processing at any time and delete the opinion available on the website by contacting us.

Newsletter service - details

If, in connection with the use of the website or application, you wish to receive a newsletter containing information about promotions, products and services related to the website, we process your e-mail address in order to send you a newsletter, which is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR based on the marketing of own products or services.

In addition to your e-mail address, in connection with the newsletter, your IP address is processed as part of the mailing system and statistical information regarding messages sent to you is collected, such as the indicator of opened messages, clicks on links, etc.

The e-mail address to which the newsletter is sent can be changed at any time.

You can also unsubscribe from the newsletter at any time, which will cause us to stop sending you newsletters. Nevertheless, your data related to the newsletter will be stored until the expiry of the period of limitation of claims related to the newsletter, for archival purposes, in order to establish, assert or defend claims, which is our legitimate interest referred to in art. 6 sec. 1 point f of the GDPR.

Correspondence service - details

By contacting via the contact form or e-mail, you naturally provide your personal data contained in the contact form, the content of correspondence, complaint or any other notification related to the website, such as name and surname, telephone number, e-mail address and message content. Providing the information is voluntary but necessary to make contact.

In this case, your data is processed in order to handle your messages, and the basis for processing is art. 6 sec. 1 point f of the GDPR, i.e. a legitimate interest. The legal basis for processing data after the end of contact is also a legitimate interest in the form of archiving correspondence for the purpose of ensuring the possibility of proving certain facts in the future - art. 6 sec. 1 point f of the GDPR.

The content of the correspondence can also be archived and we are not able to clearly determine when it will be deleted. You have the right to request a history of correspondence with us (if it was archived), as well as request its removal, unless its archiving is justified due to overriding interests, e.g. defense against your potential claims.

Invoices and other tax obligations - details

If we issue an invoice for you, we process the personal data included in that invoice. This data is also processed in order to fulfill our other tax obligations, such as keeping a book of revenues and expenses, VAT records, preparation and sending of declarations, information or tax reports.

We undertake these activities in order to fulfill our tax obligations, which means that the legal basis for the processing of personal data in this case is art. 6 sec. 1 point c in relation to the relevant provisions of tax law.

Accounting documentation containing your personal data is kept for the period of time specified by the applicable provisions of law.

Archive - details

Because we provide services to you electronically on the basis of an agreement concluded on the conditions set out in our regulations, you can submit claims to us related to these services, e.g. in the scope of improper, in your opinion, provision of services. In order for us to be able to defend ourselves against such claims, we store your personal data to the extent necessary until the expiry of the limitation period for claims resulting from the provisions of the Civil Code.

Recipient groups - details

Your e-mail address stored in our database may be sent to Facebook in order to create a group of advertisement recipients using that e-mail address.

When using this feature, the email address is hashed before being sent to Facebook to form a group of recipients.

The e-mail address will be used in the matching process conducted by Facebook.

Facebook does not share the e-mail address with third parties or other advertisers and deletes the email address as soon as the matching process is completed.

Facebook has implemented processes and procedures to ensure the confidentiality and security of the e-mail address sent to it and the set of Facebook user identifiers that create a group of recipients created using the e-mail address, among others, through the use of technical and physical security measures.

Creating a group of recipients of Facebook advertisements using your e-mail address is a legitimate interest referred to in art. 6 sec. 1 point f of the GDPR. You can object to the use of your e-mail address for this purpose at any time.

Analytics and statistics - details

We conduct analytical and statistical activities using the tools described herein in further detail. As part of the analytical tools, we only have access to Anonymous Information.

As mentioned before herein, the Anonymous Information by itself is not, in our opinion, personal information, as it does not allow us to identify you and we do not match it with the typical personal information we collect about you. Nevertheless, taking into account the rigorous jurisprudence of the Court of Justice of the European Union and the divided opinions among lawyers, as a precautionary measure, in the event that Anonymous Information is assigned the nature of personal data, this privacy policy also provides detailed explanations of the processing of this information.

We base the processing of Anonymous Information on the legitimate interest referred to in art. 6 sec. 1 point f of the GDPR. The legitimate interest lies in the creation, review and analysis of statistics related

to user activity on the website in order to draw conclusions allowing for the subsequent optimization of the website.

We are not able to provide you with access to Anonymous Information about you, as we cannot assign any of the Anonymous Information to any specific user. From the level of external tools, we only have access to a collection of statistics and information not assigned to specific persons.

However, you can object to the processing of Anonymous Information about you by turning off external tool cookies in your cookies settings.

Own marketing - details

We conduct marketing activities using the external tools described in detail further herein. As part of the marketing tools, we only have access to Anonymous Information.

As mentioned before herein, the Anonymous Information by itself is not, in our opinion, personal information, as it does not allow us to identify you and we do not match it with the typical personal information we collect about you. Nevertheless, taking into account the rigorous jurisprudence of the Court of Justice of the European Union and the divided opinions among lawyers, as a precautionary measure, in the event that Anonymous Information is assigned the nature of personal data, this privacy policy also provides detailed explanations of the processing of this information.

We base the processing of Anonymous Information on the legitimate interest referred to in art. 6 sec. 1 point f of the GDPR. The legitimate interest consists of creating Custom Audience Groups based on Anonymous Information and targeting advertisements based on Anonymous Information, as these activities are part of the marketing of own products and services.

We are not able to provide you with access to Anonymous Information about you, as we cannot assign any of the Anonymous Information to any specific user. From the level of external tools, we only have access to a collection of statistics and information not assigned to specific persons.

However, you can object to the processing of Anonymous Information about you by turning off external tool cookies in your cookies settings.

7: How long will we store you personal data?

The data storage periods have been indicated separately for each purpose of processing. You will find this information under the details dedicated to each separate processing purpose. Most of the data is deleted after the expiry of the limitation period for claims.

8: Who receives your personal data?

We will risk a statement that modern business is not able to operate without services provided by third parties. We also use such services. Some of these services are related to the processing of your personal data. External service providers who are involved in the processing of your personal data are:

- the hosting provider that stores the data on the server,
- the e-mail provider that stores the data on the e-mail server,
- providers of the software in which personal data is stored for the proper provision of services or

compliance with legal obligations,

- an entity providing maintenance services that gains access to data, if the technical works carried out relate to areas in which personal data is located,

other subcontractors who gain access to data, if the scope of their activities requires such access.

All entities listed above process your data on the basis of concluded personal data processing agreements and guarantee an adequate level of personal data protection.

If you book an appointment via our website or application, your data is shared with the expert with whom you booked the appointment.

Your data may be made available to tax offices in order to fulfill our tax, accounting and reporting obligations.

If necessary, your data may be made available to a legal advisor or attorney bound by professional secrecy. The need may arise from the need to use legal assistance that requires access to your personal data.

Moreover, if necessary, your personal data may be made available to entities, bodies or institutions authorized to obtain access to data on the basis of legal provisions, such as the police, security services, courts and prosecutor's offices.

Moreover, when it comes to Anonymous Information, the providers of tools or plugins that collect Anonymous Information also have access to it. The providers of these tools are independent administrators of the data collected in them and may share this data on the terms specified by them in their own regulations and privacy policies, over which we have no influence.

9: Do we transfer your personal data to third countries or international organisations?

We do not transfer your data to third countries nor international organisations. Only the Anonymous Data may be stored on servers located in third countries.

10: Do we use profiling? Do we make automated decisions based on your personal data?

We do not take any decision concerning you based solely on automated processing, including profiling, which could produce legal effects concerning you or similarly significantly affect you.

Yes, we use tools that can take specific actions depending on the information collected as part of the tracking mechanisms, but we believe that these actions do not have a significant impact on you, because they do not differentiate your situation as a customer, they do not affect the conditions of the agreement, which you can conclude, etc.

By using certain tools, we may, for example, target personalized advertisements to you based on your previous actions on the website. We are talking here about the so-called behavioral advertising. We encourage you to learn more about behavioral advertising, in particular regarding privacy issues. Detailed information, along with the option to manage settings for behavioral advertising, can be found [here](#).

We underline that with the tools that we use, we only have access to Anonymous Information. This

information is stored on the servers of the suppliers of individual tools, and these servers can most often be located all over the world.

11: What your rights do you have in relation to processing of your data?

GDPR grants you the following potential rights relating to the processing of your personal data:

- the right to access you personal data and obtain a copy of your personal data;
- the right to change (modify) your personal data;
- the right to delete data (if in your opinion there are no grounds for your data to be processed, you can request their removal),
- the right to limit data processing (you can request that the processing of data be limited only to their storage or performance of activities you agreed to, if, in your opinion, we have incorrect data or we process it unjustifiably),
- the right to object to processing of your personal data (you are entitled to object to processing of your personal data based on a legally justified interest; you should indicate a particular situation that, in your opinion, justifies discontinuation of the processing that is subject to the objection; we will cease to process your personal data for the indicated purposes, unless we prove that the basis for the data processing prevail over your rights or that you data are indispensable for us to determine, seek, or defend claims),
- the right to transfer data (you have the right to receive personal data in a structured, commonly used machine-readable format that you have provided on the basis of an agreement or your consent; you can have the data sent directly to another entity),
- the right to withdraw their consent to data processing at any time.
- the right to file a complaint with the supervisory body (if you find that we are processing data unlawfully, you can file a complaint with the President of the Personal Data Protection Office or another competent supervisory authority).

The rules related to the implementation of the above-mentioned rights are described in detail in art. 16 - 21 of the GDPR. We encourage you to familiarize yourself with the above provisions. From our side, we consider it necessary to explain to you that the above-mentioned rights are not absolute and you will not be entitled to all activities related to the processing of your personal data.

We emphasize that you always have one of the rights indicated above - if you believe that there has been a violation of the provisions on the protection of personal data in the processing of your personal data, you have the option to file a complaint with the supervisory body (the President of the Office for Personal Data Protection).

You can also always request to provide you with information about what data we have about you and for what purposes we process it. Just send an e-mail to contact@hipets.com. However, we have made every effort to ensure that the information you are interested in is comprehensively presented herein. You can also use the e-mail address provided above if you have any questions related to the processing of your personal data.

12: Do we use cookies and what are they, really?

Our website and application, like almost all other websites, use cookies.

Cookies are small text information stored on your end device (e.g. computer, tablet, smartphone) that can be read by our ICT system (own cookies) or ICT systems of third parties (third party cookies). In

cookies, specific information can be saved and stored, which ICT systems can then access for specific purposes.

Some of the cookies used are deleted after the end of the web browser session, i.e. after closing it (so-called session cookies). Other cookies are stored on your end device and make it possible to recognize your browser the next time you visit the website (persistent cookies).

If you want to learn more about cookies as such, you can see, for example, [this material](#).

13: On what basis do we use cookies?

We use cookies on the basis of your consent, except when cookies are necessary for the proper provision of electronic services to you.

Cookies that are not necessary for the proper provision of electronic services remain blocked until you consent to the use of cookies. During your first visit to the website, we display a message asking for your consent along with the possibility of managing cookies, i.e. deciding which cookies you consent to and which you want to block.

Remember that disabling or limiting the use of cookies may prevent you from using some of the functions available on the website and cause difficulties in using it, as well as from many other websites that use cookies.

14: Can you disable cookies?

Yes, you can manage cookie settings within your web browser. You can block all or selected cookies. You can also block cookies from specific websites. You can also delete previously saved cookies and other website and plugin data at any time.

Web browsers also offer the option of using incognito mode. You can use it if you do not want information about visited pages and downloaded files to be saved in your browsing and download history. Cookies created in incognito mode are deleted when all incognito windows are closed.

There are also browser plugins to control cookies, such as e.g. [Ghostery](#). The option to control cookies may also be provided by additional software, in particular anti-virus packages, etc.

In addition, there are tools available on the Internet that allow you to control certain types of cookies, in particular for [collective management of behavioral advertising settings](#).

We also give you the ability to control cookies directly from our website. We have implemented a special cookies management mechanism that allows you to block cookies that you do not want.

Remember that disabling or limiting the use of cookies may prevent you from using some of the functions available on the website and cause difficulties in using it, as well as from many other websites that use cookies.

15: For what purposes do we use our own cookies?

Own cookies are used to ensure the proper functioning of individual website mechanisms, such as the

correct submission of forms visible on the website, maintaining the session after logging in, etc.

Own cookies also store information about the cookies settings defined by you, made from the level of the cookies management mechanism.

16: What third party cookies are used?

The following external scripts function as part of our website and application:

- Google Tag Manager,
- Google Analytics,
- Facebook Connect,
- Facebook Custom Audiences,
- Hotjar.

Details on individual third party cookies are described below.

Google Tag Manager - details

We use the Google Tag Manager tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA to manage the process of loading scripts and tags on our website, which is our legitimate interest. Google Tag Manager does not itself collect any information about you, but is responsible for handling other scripts or tags related to other tools described herein that may collect such information.

Google Analytics - details

We use the Google Analytics tool provided by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA. We carry out activities in this area based on the legitimate interest of creating statistics and analyzing them in order to optimize the website.

In order to use Google Analytics, a special Google Analyticstracking code has been implemented in the website code. The tracking code uses Google LLC cookies for the Google Analytics service. You can block the Google Analytics tracking code at any time by installing [the browser add-on provided by Google](#).

Google Analytics automatically collects information about your use of the website. The information collected in this way is most often transferred to Google servers, which may be located and stored all over the world.

Due to the activated IP anonymization, your IP address is shortened before forwarding. Only in exceptional cases is the full IP address sent to Google servers and shortened there. The anonymized IP address provided by your browser as part of Google Analytics is, as a rule, not combined with other Google data.

We underline that with the Google Analytics, we only have access to Anonymous Information.

Google Analytics and Google Analytics 360 services have been certified by the independent security standard ISO 27001. ISO 27001 is one of the most recognized standards in the world and certifies compliance with the relevant requirements by systems that support Google Analytics and Google

Analytics 360.

If you are interested in details related to Google's use of data from websites and applications that use Google services, we encourage you to read [this information](#).

Facebook Custom Audiences - details

As part of the Facebook Ads advertising system provided by Meta Platforms, Inc., 1601 Willow Road Menlo Park, CA 94025 USA, we use Custom Audience Groups to send targeted advertising messages to specific user groups. We carry out activities in this area based on the legitimate interest of marketing our own products or services.

In order to send you personalized advertisements in terms of your actions on the website, Facebook's Pixel has been implemented as part of the website, which automatically collects information about your use of the website. The information collected in this way is most often transferred to Facebook servers, which may be located all over the world, in particular in the United States of America.

The information collected as part of Facebook's Pixel is anonymous, i.e. it does not allow us to identify you. Depending on your activity on the website, you can reach a specific group of recipients, but we do not identify individual persons belonging to these groups in any way.

Facebook's Pixel can track and record, among others your following behaviors:

- displaying the content of a specific page,
- transferring to book an appointment,
- finalizing the booking,

filling out a specific form.

However, we would like to inform you that Facebook may combine the collected information with other information collected about you as part of your use of Facebook and use it for its own purposes, including marketing. Such Facebook activities are no longer dependent on us, and you can search for information about them directly in [Facebook's privacy policy](#). You can also manage your privacy settings from your Facebook account. [Here](#) you can find all the useful information in that regard.

Facebook Connect and other social plugins - details

Our website uses plugins, buttons and other social media tools, hereinafter collectively referred to as "plugins", provided by social networking sites such as Facebook, Instagram, LinkedIn and Twitter.

When displaying a website containing a plugin of a given social networking website, your browser sends information about the visit to the administrator of that social networking site. Since the plugin is a part of the social networking website embedded in the page, the browser sends information about the request to download the content of the social networking site to the page.

The plugins collect certain information about you, such as user ID, visited websites, date and time, and other information about the web browser.

Social network administrators use some of this information to personalize the viewing conditions of our website. For example, when you visit a page with a "Like" button, the administrator of the social networking website needs to know who you are to show you which of your friends also like our page.

The information collected by the plugins may also be used by the administrators of social networking websites for their own purposes, such as, for example, improving their own products, creating user profiles, analyzing and optimizing their own activities and advertising targeting. We have no real influence on how the information collected by the plugins is then used by the administrators of social networks. You can look for details in this regard in the regulations and privacy policies of individual social networking websites.

Social network plugins collect and transmit information to the administrators of these websites even when you browse our website without being logged in to your account on the social network. However, then the browser sends a more limited set of information.

If you have logged in to one of the social networking websites, the website administrator will be able to directly assign a visit to our site to your profile on a given social networking site.

If you do not want social networks to assign the data collected during your visit to our website directly to your profile on a given website, you must log out of this website before visiting the website. You can also completely prevent loading of plugins on the website by using appropriate extensions for your browser, e.g. blocking scripts.

Moreover, the use of some plugins may involve the publication of certain information within your social profiles. For example, information about clicking the "Like" button may be available on your Facebook timeline. Of course, if you share some content on your social media using plugins embedded on our website, this sharing will naturally be visible in your profile.

As for the details related to the processing of information collected by plugins by social network administrators, in particular about the purpose and scope of data collection and their further processing and use by administrators, as well as the possibility of contact and your rights in this regard and the possibility of changing settings to protect your privacy, you can find everything in the privacy policies of individual service providers:

- [Facebook](#),
- [Twitter](#),
- [LinkedIn](#),
- [Instagram](#).

Hotjar - details

We use the Hotjar tool to better understand your needs and to optimize the website and application in terms of your experience of using it, which is a legitimate interest. The tool is provided by an external entity, i.e. Hotjar Limited, Level 2, St Julian's Business Center, 3, Elia Zammit Street, St Julian's STJ 1000, Malta.

Hotjar registers every visitor of the website / application and allows you to play a video recording of their movements, as well as generate the so-called heat maps. In the Hotjar tool, we do not have access to information that allows you to be identified, because Hotjar does not record the process of filling in the forms. The information we have access to with Hotjar is, in particular:

- information about the operating system and web browser that you use,
- subpages that you browse on the website,
- time spent on the website and on its subpages,
- transitions between individual subpages as part of the website,
- the source from which you go to the website,
- where you click with the mouse.

In order to use Hotjar, a special Hotjar tracking code has been implemented in the website / application code. The tracking code uses Hotjar Limited cookies. The data collected as part of cookies is stored by Hotjar as part of a user profile under a pseudonym. Neither Hotjar nor we use this information to identify you.

You can object to the creation of your user profile by Hotjar, the storage by Hotjar of information about your use of the website / application and the use of Hotjar cookies by clicking [here](#).

If you are interested in details related to data processing under Hotjar, we encourage you to read [the Hotjar privacy policy](#).

17: Do we track your behavior on our website?

Yes, we use Google Analytics and Hotjar tools that collect Anonymous Information about your activity on our website / application. These tools are described in detail in the third party cookie question, so we will not repeat this answer here as well.

18: Do we set targeted advertising at you?

Yes, we use the Facebook Ads system, thanks to which we can target advertisements to specific target groups defined on the basis of various criteria such as age, gender, interests, profession, job, activities previously undertaken as part of our website / application use. These tools are described in detail in the third party cookie question, so we do not repeat this answer here as well.

§ 19: How can you manage your privacy?

The answer to this question can be found in many places herein when describing individual tools, behavioral advertising, consent to cookies, etc. Nevertheless, for your convenience, we have gathered this information again in one place. Below you will find a list of options for managing your privacy.

- cookie settings in the web browser,
- browser plugins supporting the management of cookies, e.g. Ghostery,
- additional software managing cookies,
- incognito mode in the web browser,
- behavioral advertising settings, e.g. [youronlinechoices.com](#),
- cookies management mechanism from the level of our website,
- [Google Analytics Opt-Out](#),
- [Hotjar Opt-Out](#),
- Facebook account privacy settings.

20: What are server logs?

Using the website / application involves sending queries to the server on which the website / application is stored. Each query sent to the server is saved in the logs of the server.

Logs include among others: Your IP address, server date and time, information about the web browser and operating system you use. Logs saved and stored in the server.

The data stored in the server logs are not associated with specific people using the website / application and they are not used to identify you.

The server logs are only auxiliary material used to administer the website / application, and their content is not disclosed to anyone except those authorized to administer the server.

21: Is there anything else you should know?

As you can see, the subject of personal data processing, the use of cookies and general privacy management is quite complicated. We have made every effort to ensure that this document provides you with as much knowledge as possible on issues important to you. If anything is unclear to you, you want to know more or just talk about your privacy, contact us at contact@hipets.com.

22: Can this privacy policy be subject to change?

Yes, we can modify this privacy policy, in particular due to technological changes and changes in the law. Each user with a user account on the website / application receives a notification about the modification of the policy. In addition, all archived versions of the privacy policy are linked below.