

II. Cookie Policy

1. Cookies

Bookkido uses cookies and similar technologies on its App and Website. This means that when you use our platform, data is exchanged between your device and Bookkido's servers, and certain information about you is collected regardless of whether you are a logged-in user.

Cookies are small data files stored on users' devices that help adapt the website display to your preferences (e.g., remembering selected language settings).

Upon your first visit and consent (if required), our server stores cookies on your device. On subsequent visits, this data allows us to recognize your device and customize your experience accordingly.

Similar technologies are used to avoid saving data directly to your device (e.g., SDKs, local data files, app identifiers), these include: pixels (software codes embedded in a given website that allow users to be tracked, including by the entity that manages the pixel), SDK (software that allows technical data to be collected about how you use the application), local data files, mobile device identifiers (tags on your mobile device that allow your device to be identified and personalized ads to be displayed on it); AdID for Android software and IDFA for iOS software, digital fingerprint (allows the user to be identified based on the characteristics of the browser, operating system, and device). These technologies are collectively referred to as "cookies".

Scope of Data Collected

The data collected through cookies does not directly identify individuals, but it is protected under GDPR and covered by this policy.

Cookie Consent and Withdrawal

Storing or accessing cookies on your device by Bookkido is subject to your consent, unless the cookies are essential for providing electronic services.

Consent is given by clicking "Accept" on the cookie banner when you first visit the site or app. You can withdraw consent at any time by changing your browser settings or clicking the lock icon (bottom-left corner of the screen).

More information: <http://www.aboutcookies.org>

2. Purposes of Using Cookies by Bookkido

Bookkido uses cookies and equivalent tools for the following purposes:

1. Customizing the Service's appearance based on user preferences and device specifications
2. Ensuring user security and preventing misuse (e.g., spam, bots)
3. Improving performance and identifying areas for improvement
4. Conducting statistics and analytics
5. Marketing, including tailoring content to user preferences

3. Scope of Information Collected

Bookkido collects the following information via cookies:

- 1) Technical data: IP address, MAC address, device type/model, browser type, OS, screen resolution, app version
- 2) Session data: visit duration, viewed sections, clicked elements
- 3) Preferences: language, location, user choices
- 4) Behavioral data: browsing history, prior visits, booking stages
- 5) Authentication data
- 6) Traffic sources (e.g., ads, referrals)
- 7) Location data (e.g., IP-based)
- 8) Account data (if logged in and linked with app activity)

4. Types of Cookies Used

Cookies may be placed on your end device when you use our platform. We can classify them according to the following characteristics:

a. Storage time

- Session cookies - these are stored on your device until you close your browser; they are temporary and are not stored after the session ends.
- Persistent cookies - these remain on your device until they are deleted or until their expiry date, specified in the parameters of the file, expires.

b. Origin

- First-party cookies – placed by our platform.
- Third-party cookies – placed by third parties cooperating with Bookkido (e.g., analytical tools, advertising tools, technical service providers).

c. Purpose

- Essential cookies – necessary for the proper functioning of the platform, e.g. ensuring security, authorization, displaying content in the appropriate language. Collected without the need for user consent – Article 6(1)(b) and (f) of the GDPR (performance of a contract and legitimate interests of the controller).
- Functional cookies - enable the storage of user preferences (e.g. language, page layout). Collected on the basis of user consent - Article 6(1)(a) of the GDPR.
- Analytical cookies - used to collect statistical data and help us analyze how the platform is used. Collected on the basis of the user's consent - Article 6(1)(a) of the GDPR.
- Marketing cookies - allow us to tailor marketing content to the user's interests and display advertisements tailored to the user's profile. Collected on the basis of the user's consent - Article 6(1)(a) of the GDPR.

5. Cookie Retention Period

Cookie storage durations are indicated in the cookie banner displayed upon first access. Cookies are stored only as long as necessary for the purposes described.

6. External entities

Bookkido may use the services of external entities and the tools they offer, which support us in ensuring your safe use of our platform and assist in analytical and advertising activities.

For marketing purposes, Bookkido uses, among others, the following tools:

- Google Ads,
- Facebook (Meta),
- Microsoft Ads,
- TikTok,
- Pinterest,

- Snapchat,
- Reddit,
- [Customer.io](#),
- [Lemlist](#),
- [Baserow](#),
- [PowerBI](#).

7. Right to Lodge a Complaint

In relation to personal data processed via cookies, you have the right to lodge a complaint with the supervisory authority – the President of the Personal Data Protection Office.

If your data is processed through Bookkido's cookies, you may also submit a complaint to the President of the Office of Electronic Communications.