

Cookie policy

The Cookie policy were executed in the Polish and English language. In case of any discrepancies between the Polish language version and the English language version, the Polish language version shall prevail.

This document referred to as the Cookie Policy defines the rules of using by Grupa Pracuj sp. z o.o. (“**Grupa Pracuj**”, “**we**”, “**our**”) cookies and other similar technologies on the websites of the Grupa Pracuj addressed to employers and HR specialists, including: www.strefa.pracuj.pl, www.pracodawca.pracuj.pl, <https://sklep.pracuj.pl>, <https://dlafirm.pracuj.pl>, www.wyzwaniahr.pl, www.jobicon.pracuj.pl, www.akademiapracuj.pl (“Websites”).

What do cookies mean?

Cookies are text files saved by the web browser on the hard drive of your computer or any other device in order to store information used for your identification or saving the history of activity on the Websites.

What types of cookies do we use?

We use cookies differing by both their lifecycle and their original web domain.

Due to their lifecycle, we classify cookies into:

- session cookies — deleted immediately once the web browser is closed,
- persistent cookies — removed after a pre-set time, regardless of whether the browser is closed.

Due to their original web domain, we classify cookies into:

- our own cookies — set by web servers of our Websites,
- third-party cookies — set by web servers of websites other than our Websites.

What do we use cookies for?

1. Providing you with the requested services (necessary cookie files)

We use our own cookie files in order to enable you to log into your account on the Websites, access services available exclusively to registered users of the Websites and smoothly navigate the pages and subpages of the Websites without the necessity of repeating the authentication process every single time.

2. Increasing the comfort of using our Websites and services (necessary and analytical cookies)

We use our own cookies in order to enable you to use our Websites in a comfortable way, e.g. by limiting the number of messages and their adjustment to your activities and preferences. Moreover, we use cookies to check the safety of the information system and to remember your preferences.

3. Optimization of our Websites (analytical cookies)

We use third-party cookies (e.g. Google Analytics, Google Analytics 360, Google Optimize, Google Tag Manager, HotJar) in order to, for instance, count the visits on the Websites, record their duration and identify functionalities or sections of the Website that were most extensively used or visited, as well as the manner in which they were used by specific users. The collected information allows us to analyze the Website capacity and identify the tendencies in development of new functionalities and services.

4. Displaying advertisements matching your preferences (advertising cookies)

Our cookies and cookies of third-party providers (e.g. Google Adwords, Facebook Pixel) are used for the purposes of running marketing and remarketing campaigns reaching you with our marketing communication, if you have already visited our Websites. Such cookie files remember your visits and activities on our Websites. The collected data are subsequently transferred to third-party providers.

How do you manage cookie files?

You can define the conditions of storing or acquiring access to cookie files by adjusting the settings of your web browser or the service. The “Help” section in the menu bar of your web browser contains information on how to reject new cookie files, delete cookies that have already been saved, request a message each time a new cookie file is saved and disable all cookies.

Find out more on our website: <https://pomoc.pracuj.pl/entries/22941303-jak-zrezygnowac-z-zapisywania-plikow-cookies>

In order to keep the highest standards of our services, we would like to inform you that changing the settings by rejecting cookies can make it difficult or even impossible to use certain services.