

# PRIVACY POLICY & COOKIES

[Privacy & Cookies Policy of MathKiwi website in PDF file \(downloadable\).](#)

To check or change YOUR cookie settings, click here: [Settings](#)

Welcome!

If you ended up here, it's a reliable sign that you value your privacy. We understand this very well, so we are giving you a document in which you will find in one place the rules for processing personal data and the use of cookies and other tracking technologies.

Formal information to start with – the administrator of your personal data is Krystian Karczynski, conducting business under the name “eTrapez Educational Services E-Learning Krystian Karczynski”, Street: Piaskowa 101/4 Postalcode: 72-010 City: Police, NIP/VAT-UE number: 8512552882, REGON number: 812724471 .

We process your personal data primarily for purposes related to your use of our website, such as maintaining your user account, placing orders and handling contracts, processing complaints and withdrawals, fulfilling legal tax obligations, claims matters, analysis, statistics, marketing, etc.

We process your personal data for the period of time necessary to fulfill the particular purpose.

You have the right to access, rectify, erase or restrict processing of your personal data, object to processing, as well as the right to data portability. In addition, you can file a complaint with the President of the Office of Personal Data Protection.

For detailed information on the principles of processing your personal data, please see the following Privacy Policy.

[# 1: WHO IS THE CONTROLLER OF PERSONAL DATA?](#)  
[# 2: WHO CAN YOU CONTACT REGARDING THE PROCESSING OF PERSONAL DATA?](#)  
[# 3: FOR WHAT PURPOSES DO WE PROCESS PERSONAL DATA?](#)  
[# 4: WHAT INFORMATION DO WE HAVE ABOUT YOU?](#)  
[# 5: WHAT IS "ANONYMOUS INFORMATION"](#)  
[# 6: NO TRANSMISSION OF PERSONAL DATA TO ChatGPT](#)  
[# 7: WHERE DO WE GET YOUR PERSONAL INFORMATION FROM?](#)  
[# 8: IS THE DATA SAFE?](#)  
[# 9: HOW LONG WILL WE KEEP PERSONAL INFORMATION?](#)  
[# 10: WHO ARE THE RECIPIENTS OF PERSONAL DATA?](#)  
[# 11: DO WE TRANSFER DATA TO THIRD COUNTRIES OR INTERNATIONAL ORGANIZATIONS?](#)  
[# 12: DO WE USE PROFILING?](#)  
[# 13: WHAT ARE YOUR RIGHTS?](#)  
[# 14: DO WE USE COOKIES AND WHAT ARE THEY ACTUALLY?](#)  
[# 15: ON WHAT BASIS DO WE USE COOKIES?](#)  
[# 16: CAN YOU DISABLE COOKIES?](#)  
[# 17: FOR WHAT PURPOSES DO WE USE OUR OWN COOKIES?](#)  
[# 18: WHAT THIRD PARTY COOKIES ARE USED?](#)  
[# 19: DO WE TRACK YOUR BEHAVIORS UNDERTAKEN WITHIN THE SITE?](#)  
[# 20: ARE WE TARGETING YOU WITH TARGETED ADS?](#)  
[# 21: HOW CAN YOU MANAGE YOUR PRIVACY?](#)  
[# 22: IS THERE ANYTHING ELSE YOU SHOULD KNOW ABOUT?](#)  
[# 23: IS THIS PRIVACY POLICY SUBJECT TO CHANGE?](#)

If you have any concerns about the privacy policy, you can contact me at any time by sending an email to [contact@mathkiwi.com](mailto:contact@mathkiwi.com).

## # 1: Who is the administrator of your personal data?

The administrator of your personal data is Krystian Karczynski, lunnig a sole proprietorship as an individual under the name “eTrapez Educational Services E-Learning Krystian Karczynski”, ul. Piaskowa 101/4 Postalcode: 72-010 City: Police, NIP/VAT-UE number: 8512552882, REGON number: 812724471 .

This Privacy Policy applies to the <https://mathkiwi.com> website including its sub-domains.

With regard to social media profiles related to our website, in accordance with the case law of the Court of Justice of the European Union, the provider of the social network is a joint controller of personal data together with the controller of the respective profile. Details of the processing of personal data by the providers of the social networks where we have accounts can be found here:

– [Meta \(ex-Facebook\)](#).

## # 2: Who can you contact regarding the processing of your personal data?

As part of the implementation of data protection in our organization, I made the decision not to appoint a data protection inspector due to the fact that it is not mandatory in our situation.

For matters related to data protection and privacy in the broadest sense, you can contact me directly at e-mail: [contact@mathkiwi.com](mailto:contact@mathkiwi.com).

In terms of social media, you can additionally contact directly the administrators of the social networks where we maintain our profiles.

## # 3: For what purposes do we process personal data?

These purposes are more than one. Below is a list of them, along with a more detailed discussion. We have also assigned to each purpose the corresponding legal basis for processing:

Purpose of processing	Discuss the purpose of processing	Legal basis
User account maintenance	When creating a user account, you will need to provide the email address required to create an account in the order form. Providing an email address is a condition for creating an account. In addition, our system used for user accounts records your IP number, which you used when registering a user account. The data is processed in order to provide you with a user account service, through which, for example, we identify you and grant you access to your materials on the Service. After deletion of the user's account, the data goes to a backup for the possible establishment, investigation or defense of claims related to the user's account service.	Art. 6 paragraph 1(b) RODO (GDPR)
Order processing and contract handling	When placing an order, you must provide the data necessary for its implementation specified in the order form: First Name, Last Name, Residential Address, Email Address. Providing this data is a condition for placing an order, as we need it for invoicing. We issue an invoice with each order, because we can send you an invoice electronically, which we could not do with a receipt. In addition, the system used to handle the order process records your IP number, which you used to place the order. Each order is saved in a database, which means that your personal information assigned to the order is also accompanied by order information such as the date and time of the order, the order ID number, the transaction ID, the subject of the order, the price, the method and the date of payment. In connection with the conclusion of the contract, it may also process your other personal data in order to perform the services provided for in the contract that was concluded. The scope of this data depends on which personal information is needed to perform the contract. In situations where we receive your data in the performance of a contract, e.g. from your parents, we base such data processing on our legitimate interest, which in this case is to ensure the efficient and effective handling of the concluded contract. In this case, we may process your identifying and contact information. The data is processed for the purpose of entering into and performing the contract. After 6 years, we "anonymize" the data, i.e. remove names and residential addresses from our database, and transfer them to backups for the possible establishment, investigation or defense of contractual claims. The data also goes into accounting records for the purpose of meeting tax obligations. We remove this data from the records after 6 years, and do not keep backups.	Art. 6 paragraph 1(b) RODO (GDPR) Art. 6 paragraph RODO (GDPR)
Handling complaints or withdrawals	If you make a complaint or withdraw from the contract, you will provide personal information contained in the contents of the complaint or withdrawal statement (for example: name, surname, email address, telephone number, etc.). Provision of data is a condition for submitting a statement of withdrawal or complaint. The data is processed to handle the withdrawal or complaint process. Once such a process is carried out, the data goes to a backup for the possible establishment, investigation or defense of claims related to the handling of the withdrawal process or the complaint process. The data also goes into accounting records for the purpose of meeting tax obligations. We remove them from this documentation after 6 years.	Art. 6 paragraph 1(c) of the RODO (GDPR) in conjunction with the relevant provisions on the right of withdrawal and liability for compliance with contract, Art. 6 paragraph. 1(b) RODO (GDPR)
Product reviews handling	When adding a product review, you must provide the data necessary for the publication of the review as specified in the form designed to give review. They are your name and surname. Provision of data is a condition for publication of opinions. In addition, the feedback system records your IP number, which you used when submitting feedback. The data is processed for the purpose of publishing opinions, which is our legitimate interest. The opinion you add, along with your data made public within the settings, will be visible on the site. You can modify and delete your opinion at any time. To do so, contact us by email or phone. The deleted opinion, along with your data, goes to our backup for the possible establishment, investigation or defense of claims related to the opinion.	Art. 6 paragraph RODO (GDPR)
Contact and correspondence handling	When you contact us through available means of communication, such as e-mail, social messaging, telephone, etc., you naturally provide your personal information contained in the content of your correspondence. Provision of data is a condition for making contact. In addition, the communication system records your IP number, which you used when sending the message. The data is processed for the purpose of communication, which is our legitimate interest. Once the communication is completed, the data goes to our backups for the possible establishment, investigation or defense of claims related to the communication.	Art. 6 paragraph RODO (GDPR)
Implementation of tax and accounting obligations	In connection with the performance of the contract, we also carry out various tax and accounting obligations, particularly in the form of issuing an invoice, incorporating the invoice into our accounting records, keeping records, etc. In order to issue an invoice, we process such data as name, address, company, business address, TIN, among others. Provision of data required by tax law is necessary for the fulfillment of the obligations indicated. We remove this data from the records after 6 years, and do not keep backups.	Art. 6 paragraph 1(c) of the RODO (GDPR) in connection with

		relevant provisi of tax law
Backup	For our business, we can create digital backups. The personal data that we processed in connection with you goes into the backups, and the scope of the backups may vary depending on what data came to us and the scope of the data justified in terms of archiving. In this case, we rely on our legitimate interest in organizing and arranging personal data carriers.	Art. 6 paragrap RODO (GDPR)
Defense, establishment or enforcement of claims	The use of our website, as well as the conclusion of a contract with us, may give rise to certain claims on our side or yours in the future. Accordingly, we are entitled to process personal data for the purpose of defending, establishing or asserting claims. For this purpose, we may process any personal data that is related to the claim, so the scope may vary depending on what the claim is about. In this case, we rely on our legitimate interest in protecting our interests.	Art. 6 paragrap RODO (GDPR)
Better targeting of ads	Your personal information: email address, first name, last name, city of residence (but not exact address), zip code, IP address may be sent to advertising system: Meta Ads (ex-Facebook Ads) in order to increase the effectiveness of our ads, such as by creating an audience. When using this feature, your personal information is hashed (encrypted) before it is sent to the advertising system in question. The submitted personal information is used in the ad matching process conducted by the respective advertising system (Meta, ex-Facebook). The advertising system does not share your personal information with third parties or other advertisers. The advertising system implements processes and procedures to ensure the confidentiality and security of the data of its constituent users transmitted to it through the use of technical and physical safeguards. These activities constitute our legitimate interest, which in this case is the fulfillment of our marketing objectives.	Art. 6 paragrap RODO (GDPR)
Social media handling	If you follow our social media profiles (Meta, ex-Facebook) or interact with content we publish on social media, we naturally see your data, which is publicly available in your social profile. We process this data only within the respective social network and only for the purpose of operating the respective social network, which is our legitimate interest. If you contact us via private message, you naturally provide us with your personal information contained in the body of the correspondence, in particular your image and name. Your data in this case is processed for the purpose of contacting you, and the basis for processing is our legitimate interest. It may be that we are the party initiating contact with you via social media to offer cooperation, in which case your data will be processed for the purpose of searching for potential contractors, offering and establishing cooperation, which is our legitimate interest. Messages sent to us via social media are subject to automatic archiving through tools available within each social network (we do not store them in our own backups) and are available to us until you delete them. You have access to all the messages exchanged with us in the private messages tab. Your use of social networking sites is subject to the rules and privacy policies of the administrators of these sites, and these administrators provide electronic services to you, fully independently and autonomously of us.	Art. 6 paragrap RODO (GDPR)
Analysis and statistics using only Anonymous Information	We conduct analytical and statistical activities using our own tools as well as tools provided by third-party providers, such as Google Analytics. As part of our analytical and statistical tools, we only have access to Anonymous Information. We base the processing of Anonymous Information on our legitimate interest in creating, reviewing and analyzing statistics related to user activity on the site in order to draw conclusions that allow us to optimize our operations later. From within the tools, we can only see a set of statistics and information not assigned to specific individuals. For details on third-party vendor tools, see the section on the tools we use.	Art. 6 paragrap RODO (GDPR)
Self-marketing using only Anonymous Information	We conduct marketing activities (such as paid advertising) using tools provided by third-party providers (such as Meta / ex-Facebook, Google). As part of the marketing tools, we only have access to Anonymous Information. We base our processing of Anonymous Information on our legitimate interest in creating marketing leads based on Anonymous Information and targeting advertisements within third-party systems based on Anonymous Information for the purpose of marketing our own products and services. From within the tools, we can only see a set of statistics and information not assigned to specific individuals. For details on third-party vendor tools, see the section on the tools we use.	Art. 6 paragrap RODO (GDPR)
Organization of promotional activities	To increase sales of products/services, we can conduct various promotional activities, including in cooperation with external partners. Rules related to the organization of promotional activities are defined in separate regulations. The scope of personal data we will process in connection with the organization of a promotional event may vary depending on the type of promotional event. The legal basis for processing your personal data is our legitimate interest, which in this case is marketing and increasing sales of our own products.	Art. 6 paragrap 1(b) RODO (GI Art. 6 paragrap RODO (GDPR)
Provide additional functions using only Anonymous Information	We embed video players, math widgets or other tools provided by third parties on our pages. All of these tools process Anonymous Information. We base the processing of Anonymous Information on a legitimate interest, which in this case is to provide the ability to use additional features on the site. From the tools, we do not have access to other information, moreover, we do not need this information for anything – Anonymous Information is processed only so that additional functions can work. For details on third-party vendor tools, see the section on the tools we use.	Art. 6 paragrap RODO (GDPR)
Implementation of obligations related to the protection of personal data	As a data controller, we are obliged to fulfill our obligations related to the protection of personal data. Accordingly, we may process your personal data insofar as it is necessary for the performance of these duties (e.g., when processing your request for your personal data). The scope of the data depends on what data we need to fulfill the obligation and prove compliance with the RODO (GDPR). In addition, in this case we also rely on our legitimate interest in securing the data necessary to demonstrate accountability.	Art. 6 paragrap 1(c) RODO (GI Art. 6 paragrap RODO (GDPR)
Security considerations, such as protection against hacking attacks	We collect information about user behavior that is suspicious in terms of site security, such as failed attempts to log into an account, calls to pages that do not exist, attempts to call scripts, and much more. This information may include personal information such as IP address and email address. We generally store the data obtained in this way for 180 days. The exception is when our system links them to some security threat, such as. Your IP address will go on the "blacklist." In these situations, we can keep them longer.	Art. 6 paragrap RODO (GDPR)

## # 4: What information do we have about you?

We have described the scope of the processed data for each processing purpose. Information in this regard can be found above, in Item #3 of the Privacy Policy. Among the data is information such as:

- name,
- email address,
- phone number,
- IP address,
- residential address,
- Invoice data,
- bank account number,
- details of the order placed,
- data collected in the mailing system,
- data related to the added opinion,
- information visible in social media profiles,
- information contained in the correspondence,
- Anonymous Information.

## # 5: What is “Anonymous Information”?

We use tools that collect a range of information about you related to your use of our site.

In particular, it is about the following information:

- Operating system and browser information,
- subpages viewed,
- time spent on the site,
- transitions between different subpages,
- clicks on individual links,
- mouse movements,
- page scrolling,
- The source from which you go to the site,
- The age range you are in,
- Your gender,
- Your approximate location limited to localities,

- Your interests or other preferences determined by your online activities,
- Video recordings of your sessions on our websites,
- Heat maps illustrating your behavior on our sites.

This information is referred to in this Privacy Policy as “Anonymous Information”.

Anonymous information by itself does not, in our opinion, have the character of personal information, because it does not allow us to identify you and we do not collate it with the typical personal information we collect about you.

Nevertheless, given the strict jurisprudence of the Court of Justice of the European Union and the divided opinions among lawyers, as a precaution, in case Anonymous Information is assigned the character of personal data, we have also included detailed explanations in the Privacy Policy regarding the processing of this information.

We are unable to provide you with access to Anonymous Information about you because we are unable to attribute any of the Anonymous Information to any specific user. From the tools that collect Anonymous Information, we can only see a set of statistics and information not attributed to specific individuals.

The processing of Anonymous Information allows us to provide you with the functionality available on the website. In addition, Anonymous Information is used for analytical and statistical and marketing purposes, such as ad setup and targeting.

Anonymous information is also processed by tool providers under the terms of their regulations and privacy policies. They may be used by these providers to provide and improve services, manage services, develop new services, measure the effectiveness of advertisements, protect against fraud and abuse, and personalize content and ads displayed on individual services, sites and applications.

For details related to this, see the section on the tools we use.

## # 6: No Transmission of Personal Data to ChatGPT

As part of providing educational services, we use the ChatGPT artificial intelligence model provided by OpenAI. In order to generate answers to Users' questions, we transmit the content of mathematical queries (e.g., the wording of problems) to OpenAI, **without** any personal data or other information that could identify the User. We ask Users not to include any personal data in their queries.

OpenAI processes the queries it receives through its API in accordance with its own privacy policy, available at <https://openai.com/policies/privacy-policy/>. We recommend reviewing this document to understand OpenAI's data processing principles.

We strive to avoid transmitting any personal data of Users (e.g., name, surname, email address) or other information that would allow for identifying a specific individual to OpenAI. Queries sent to the ChatGPT API are limited solely to the content of mathematical tasks.

We advise that Users do not include personal data or other confidential information in questions asked within the Kiwi virtual teacher. In case of doubt, the User should pose questions in a form that does not allow for identification of themselves or third parties.

## # 7: Where do we get your personal information from?

In most cases, you give them to us yourself.

For example, this happens when you register a user account, place an order, send a complaint or withdraw from a contract, contact us via email or chat, and use features available on our Site or external services (e.g., social media).

In addition, some information about you may be automatically collected by the tools we use. For details on third-party vendor tools, see the section on the tools we use.

In exceptional cases, we may also obtain your personal data from other sources, such as when the entity that employs you indicates your data to us as a contact person for contractual matters, or when you represent an entity that enters into a contract with us.

## # 8: Is the data safe?

We take care of the security of your personal information.

We have analyzed the risks involved in the various processes of processing your data, and then implemented appropriate security and data protection measures.

We constantly monitor the state of the technical infrastructure, train, look at the procedures in place, and make the necessary improvements.

## # 9: How long will we keep personal information?

We process your personal data for as long as it is reasonable within the framework of the given purpose of processing your personal data, and therefore the processing periods vary depending on the purpose.

Remember that termination of the processing of your data for one purpose does not necessarily lead to the complete deletion or destruction of your personal data, as the same set of data may be processed for another purpose, for the period indicated for it. Complete deletion or destruction of data occurs when we have completed all purposes and in other cases indicated in the RODO (GDPR).

Below you will find a description of the processing periods:

- User account – data related to the user account is processed for the duration of the user account;
- Fulfillment of orders and the concluded contract – data related to the contract are “anonymized” after 6 years (we remove names, surnames, residential addresses);
- Complaints and withdrawals – data related to complaints and withdrawals are processed for the time necessary to handle the complaint or withdrawal;
- Opinions – data related to the posting of opinions will be processed until you do not remove the opinion;
- Contact and correspondence handling – data related to correspondence handling will be processed for the duration of contact between us;
- Tax and accounting obligations – data related to the performance of tax and accounting obligations will be processed for 6 years;
- Backups – data related to backups will be processed until the information that is in the archive is no longer useful;
- Determination, investigation and defense of claims – data related to claims will be processed until the statute of limitations for claims, whereby the period of limitation for claims may vary in light of applicable laws (e.g. for businesses it may be 3 years, and for consumers 6 years);
- Ad targeting – data related to audience ad targeting will be processed until it is no longer relevant or you successfully object;
- Social media – in general, we have no control over the retention period of your personal data on social media. They are available on Meta (ex-Facebook) under the terms of the rules and privacy policies of these services. We are not able to remove your data from Meta – only you can do that;
- Analytics and statistics – data related to analytics and statistics will be processed until it is no longer useful or you successfully object;
- Self-marketing – Data related to self-marketing will be processed until it is no longer useful or you successfully object;
- Organization of promotional actions – we process data related to the organization of promotional actions for the time necessary to carry out the promotional action;
- Add-on tools (video players, widgets) – the add-on tools we use provide third-party content, we have no control over their processing period and cannot remove them;
- Data Protection Obligations – Data related to the protection of personal data will be processed until it becomes obsolete, you successfully lodge an objection, or the expiration of the statute of limitations on our liability as a data controller.
- Security – as a rule, 180 days. The exception is when our system links them to some security threat, such as Your IP address will go on the “blacklist.” In these situations, we can keep them longer.

In case we process your personal data on the basis of the consent you have given us, you may withdraw such consent at any time: either by your action or by contacting us at the contact details provided.

Remember that withdrawal of consent does not affect the lawfulness of the processing carried out on the basis of consent before its withdrawal.

## # 10: Who are the recipients of personal data?

We would venture to say that modern business cannot do without third-party services. We also use such services. Some of these services involve the processing of your personal data.

Third-party service providers that are involved in the processing of your personal data are:

- Hosting provider – for the purpose of storing data on the server, the company [OVH](#);
- mailing system provider – for the use of mailing system, from [Google](#) (within the Gmail service);
- Invoicing system provider – for invoicing, the company [wfirma](#);
- cloud computing provider [Google](#), for backup storage;
- accounting office – for the use of accounting services, the company Accounting [Office Holub](#);
- providers of online tools to enhance IT security – for protection against hacking attacks, [Google](#) (Google Captcha v3 service) and [OVH](#);
- other subcontractors, in particular IT solution providers – for the purpose of working with various subcontractors who may have access to your personal data if they provide services in connection with such access.

If necessary, your data may be shared with a legal advisor or attorney bound by professional secrecy. The need may arise from a legal necessity requiring access to your personal information.

Your personal data may also be transferred to the tax authorities to the extent necessary to carry out tax and accounting obligations. This includes, in particular, all declarations, reports, statements and other accounting documents that contain your personal data.

In addition, if necessary, your personal data may be shared with entities, authorities or institutions entitled to access the data under the law, such as police, security services, courts, prosecutors.

When it comes to Anonymous Information, it can be accessed by providers of tools or plug-ins that collect Anonymous Information, [Google](#) (as part of Google Analytics services), [Vimeo](#) and [Wolfram Research](#).

The providers of these tools are the independent controllers of the data collected in them and may share this data under the terms of their own regulations and privacy policies, which are beyond our control.

## # 11: Do we transfer data to third countries or international organizations?

Yes, part of the processing operations of your personal data may involve their transfer to third countries (not members of the European Economic Area).

We transfer your personal data to third countries in connection with the use of tools using resources located in third countries, in particular in the USA. The providers of these tools guarantee an adequate level of personal data protection through the relevant compliance mechanisms provided by the RODO (GDPR), in particular through the use of standard contractual clauses.

Currently, your personal data is transferred to third countries in connection with our use of the following solutions:

Type of solution	Solution provider	Third country
Targeting ads	Google, Meta (former Facebook)	USA

## # 12: Do we use profiling?

We do not make decisions with respect to you based solely on automated processing, including profiling, which would produce legal effects with respect to you or similarly materially affect you.

Yes, we do use tools that may take certain actions depending on the information collected through tracking mechanisms, but we believe that these actions do not materially affect you, as they do not differentiate your situation as a customer, do not affect the terms of the contract you may enter into with us, etc.

Using certain tools, we may, for example, target you with personalized advertisements based on previous actions you have taken on the Site or suggest products that may be of interest to you. However, you retain the freedom to decide whether you want to buy the product recommended to you.

## # 13: What are your rights?

The RODO (GDPR) grants you the following potential rights related to the processing of your personal data:

- The right to access your data and receive a copy of it;
  - The right to rectify (amend) your data;
  - The right to erasure (if, in your opinion, there is no basis for us to process your data, you can request that we erase it);
  - The right to restrict data processing (you can request that we restrict the processing of your data only to storing it or performing activities agreed with you, if in your opinion we have incorrect data or are processing it unduly);
  - The right to object to processing (you have the right to object to processing on the basis of a legitimate interest; you should indicate the particular situation that you think justifies us stopping the processing covered by the objection; we will stop processing your data for these purposes unless we demonstrate that the grounds for our processing override your rights or that your data are necessary for us to establish, assert or defend claims);
  - The right to data portability (you have the right to receive from us in a structured, commonly used machine-readable format the personal data you have provided to us on the basis of a contract or your consent; you can have us send this data directly to another entity);
  - The right to withdraw consent to the processing of personal data, if you have previously given such consent;
- The right to lodge a complaint with a supervisory authority (if you find that we are processing your data unlawfully, you can file a complaint about it with the President of the Office for Personal Data Protection or any other competent supervisory authority).

The rules related to the exercise of the rights indicated above are described in detail in Art. 16-21 RODO (GDPR). We encourage you to familiarize yourself with these regulations.

For our part, we deem it necessary to explain to you that the rights indicated above are not absolute and you will not be entitled to all processing activities of your personal data.

We emphasize that one of the rights indicated above is always available to you: if you consider that we have violated data protection regulations in the processing of your personal data, you have the opportunity to file a complaint with the supervisory authority (President of the Office for Personal Data Protection).

## # 14: Do we use cookies and what are they actually?

Our website, like almost all other websites, uses cookies.

Cookies are small text information stored on your terminal device (e.g. computer, tablet, smartphone), which can be read by our ICT system (our own cookies) or by third-party ICT systems (third-party cookies).

Cookies may record and store certain information, which can then be accessed by ICT systems for specific purposes.



Some of the cookies we use are deleted when the browser session ends, i.e. when the browser is closed (so-called session cookies).

Other cookies are stored on your terminal device and allow your browser to recognize you the next time you visit the site (persistent cookies).

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

## # 15: On what basis do we use cookies?

We use cookies based on your consent, except when cookies are necessary to properly provide electronic services to you.

Cookies that are not necessary for the proper provision of the electronic service will remain blocked until you consent to the use of cookies.

During your first visit to our site, we display a message asking for your consent along with the option to manage cookies, i.e. to decide which cookies you agree to and which you want to block.

You can change these settings at any time, for example, here: [Settings](#) .

## # 16: Can you disable cookies?

Yes, you can manage your cookie settings within your web browser.

You can block all or selected cookies. You can also block cookies of specific sites. You can also delete previously saved cookies and other site and plug-in data at any time.

Web browsers also offer incognito mode. You can use it if you don't want information about the pages you visited and the files you downloaded to be stored in your browsing and download history. Cookies created in incognito mode are deleted when all windows of this mode are closed.

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

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

We also give you the ability to control your cookies directly from our website.

We have implemented a special mechanism to manage cookies, which allows you to block those cookies that you do not wish.

Please note that disabling or restricting cookies may prevent you from using some of the features available on our Sites and cause difficulties in using the Sites that use cookies.

For example, if you block Vimeo cookies, the video player with our Vimeo videos implemented on our Sites may not be available to you.

## # 17: For what purposes do we use our own cookies?

Our own internal proprietary cookies are used to ensure the proper functioning of the various mechanisms of our sites, such as:

- Remembering the contents of the shopping cart for a certain period of time after adding selected products to it,
- checking that you are logged in and not forcing you to log in on every subpage.

Custom cookies also store information about your defined cookie settings.

## # 18: What third-party cookies are used?

You can find a list of tools that require the use of cookies and a description of the cookies used in the appendix to this Privacy Policy at the very bottom.

## # 19: Do we track your behaviors undertaken within the site?

Yes, we use third-party vendor tools that involve collecting information about your activities on our sites.

These tools are described in detail in the appendix to this Privacy Policy.

## # 20: Are we targeting you with targeted ads?

We do not target any targetable ads to you on our site.

We do, however, advertise on Meta (ex-Facebook) and there we can target you with targeted ads, i.e. ads aimed at specific target groups defined based on various criteria such as age, gender, interests, occupation, job, activities previously undertaken on our sites.

These tools are described in detail in the appendix to this Privacy Policy.

## # 21: How can you manage your privacy?

The answer to this question is found in many places in this Privacy Policy when describing specific tools, behavioral advertising, cookie consent, etc.

Nevertheless, we have once again gathered this information in one place for your convenience. Below you will find a list of options for managing your privacy:

- cookie settings within your web browser;
- Browser plug-ins that support cookie management, e.g. [Ghostery](#);
- Additional software that manages cookies;
- incognito mode in the web browser;
- behavioral advertising settings, such as [youronlinechoices.com](#);
- Cookie management mechanism from our website ( [Settings](#) );
- [Google Analytics Opt-out](#);
- [Meta Ads Settings](#).

## # 22: Is there anything else you should know about?

As you can see, the topics of personal data processing, the use of cookies and the management of privacy in general are quite complicated. We have made every effort to ensure that this document provides you with the most far-reaching knowledge on issues important to you.

If anything is unclear to you, you would like to learn more or just talk about your privacy, please email us at [contact@mathkiwi.com](mailto:contact@mathkiwi.com) .

## # 23: Is this Privacy Policy subject to change?

Yes, we may modify this Privacy Policy, in particular due to technological changes and changes in the law.

If you are a registered user, you will receive a message about any change in the Privacy Policy. Changes to the Privacy Policy become effective after 7 days at the earliest.

All archived versions of the Privacy Policy are linked below:

[Privacy Policy – archived version until 17.03.2025 \(PDF\)](#)