

Website analysis

1. Controller's websites use several analytical tools to measure performance and traffic, particularly Google Analytics, a web analysis service of Google Inc. Google uses Cookies which are stored in the website user's profile memory. Such information is usually transferred to the Google server where they are stored in memory. In order to ensure IP anonymity on the website, Google first shortens the user's IP address within the EU Member States or in other signatory states of the Agreement on the European Economic Area. The controller uses such information to evaluate user activities on its websites and to enable the use of other services related to the website's use. Google does not relate the user's IP address to the user's personal data. The data is anonymous.
2. Users may disable or restrict the storage of cookies on their computers or mobile devices by correctly setting their Internet browsers. However, in such case the functionality of certain parts of websites may be limited.
3. User data is stored on the Google server for 26 months. More detailed information about the storage of personal data for website traffic analysis may be found on Google's website - Google Analytics data retention.
4. Google Analytics may store users' demographic data such as their gender, age, location, etc. The data is anonymous.
5. Google Analytics may be connected to Google Search Console, a tool for analysing searches through a fulltext Google search engine and the forms how users access websites. Such analysis may include a transfer of users' demographic and other personal data. The data is anonymous.

If you do not want Google Analytics to store cookies on your computer, you may use: Google Analytics Opt-out Browser Add-on