

COOKIE POLICY

Website: tradeshow.itsalive.pl

Last Updated: June 2026

1. Introduction

This Cookie Policy explains how tradeshow.itsalive.pl (“Website”, “we”, “our”, “us”) uses cookies and similar technologies when visitors access and interact with the Website.

This Policy should be read together with our Privacy Policy, which explains how personal data may be processed in connection with the use of cookies and related technologies.

By using our Website, you may be asked to provide consent to the use of certain categories of cookies through our consent management platform.

2. What Are Cookies?

Cookies are small text files stored on a visitor’s device when visiting a website.

Cookies help websites:

- Function properly
- Remember user preferences
- Improve website performance
- Analyze visitor behavior
- Measure marketing effectiveness
- Support advertising activities

Cookies may be stored temporarily (session cookies) or for a longer period (persistent cookies).

3. Technologies Covered By This Policy

This Policy applies not only to cookies but also to similar technologies including:

- Pixels
- Tracking tags
- Scripts
- Web beacons
- Local storage technologies

- Advertising identifiers

For simplicity, all such technologies are collectively referred to as “cookies” throughout this Policy.

4. Categories of Cookies We Use

4.1 Strictly Necessary Cookies

These cookies are essential for the operation of the Website.

Without these cookies, certain services and functionality may not work correctly.

Examples include:

- Security cookies
- Session management
- Consent management preferences
- Website functionality cookies

Legal basis:

Article 6(1)(f) GDPR (legitimate interest)

These cookies do not require consent where permitted by law.

4.2 Analytics Cookies

Analytics cookies help us understand:

- How visitors use the Website
- Which pages are viewed most frequently
- How visitors navigate through the Website
- Which devices and browsers are used
- Which content performs best

Analytics data helps us improve:

- User experience
- Website structure
- Website performance
- Content quality

Legal basis:

Article 6(1)(a) GDPR (consent)

Analytics cookies are activated only after consent.

4.3 Advertising and Marketing Cookies

Marketing cookies help us:

- Measure advertising effectiveness
- Understand audience engagement
- Build remarketing audiences
- Deliver more relevant advertisements

These cookies may be used by advertising partners.

Legal basis:

Article 6(1)(a) GDPR (consent)

Marketing cookies are activated only after consent.

5. Google Analytics 4

We use Google Analytics 4 to better understand how visitors interact with our Website.

Google Analytics may collect information including:

- Device information
- Browser information
- Approximate geographic location
- Pages visited
- Time spent on pages
- Referring websites
- Interaction data

Google Analytics data is primarily used to:

- Analyze website traffic
- Improve performance
- Improve user experience
- Evaluate marketing campaigns

Google Analytics may process data on servers operated by Google.

Additional information is available through Google's privacy documentation.

Google Analytics is only activated after visitor consent where required.

6. Google Ads Conversion Tracking

We use Google Ads Conversion Tracking to understand whether advertising campaigns generate meaningful actions such as:

- Contact form submissions
- Business inquiries
- Website engagement

Conversion tracking allows us to evaluate campaign effectiveness and improve advertising performance.

Google Ads cookies are activated only after visitor consent.

7. Google Ads Remarketing

The Website may use Google Ads Remarketing technologies.

Remarketing allows advertisements to be shown to individuals who have previously visited the Website.

Remarketing may involve:

- Cookie identifiers
- Advertising identifiers
- Browser information
- Interaction history

Remarketing helps us promote relevant services to interested audiences.

Remarketing cookies are activated only after consent.

8. LinkedIn Insight Tag

We use LinkedIn Insight Tag to:

- Measure campaign performance
- Analyze audience engagement
- Understand visitor interactions
- Improve professional marketing efforts

LinkedIn may collect information including:

- Device characteristics
- Browser information
- Page interactions
- Advertising engagement data

LinkedIn processes information according to its own privacy policies and legal obligations.

The LinkedIn Insight Tag is activated only after consent.

9. Cookie Consent Management

The Website uses Cookiebot or an equivalent consent management platform.

Visitors may:

- Accept all cookies
- Reject non-essential cookies
- Customize cookie preferences
- Withdraw consent at any time

Consent preferences can be modified through the cookie settings interface available on the Website.

10. Withdrawing Consent

Visitors may withdraw previously granted consent at any time.

Withdrawal of consent does not affect processing that occurred before withdrawal.

After consent is withdrawn:

- Non-essential cookies may be disabled
 - Certain analytics functions may stop operating
 - Certain marketing features may become unavailable
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11. Managing Cookies Through Browser Settings

Most web browsers allow users to:

- View stored cookies
- Delete cookies
- Block cookies
- Restrict cookies
- Configure cookie preferences

Please note that disabling certain cookies may affect website functionality.

12. Third-Party Cookies

Some cookies may be placed by third-party service providers.

These providers may include:

- Google
- LinkedIn
- Cookiebot

We do not control third-party cookie policies.

Visitors should review the privacy policies of these providers for additional information.

13. Data Transfers

Certain service providers may process information outside the European Economic Area (EEA).

Where applicable, appropriate safeguards may be implemented, including:

- Standard Contractual Clauses
 - Adequacy Decisions
 - Additional contractual protections
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14. Changes to This Cookie Policy

We reserve the right to update this Cookie Policy at any time.

Updates will be published on this page together with a revised effective date.

Continued use of the Website after publication of updates constitutes acknowledgement of the revised Policy.

15. Contact

Questions regarding this Cookie Policy may be directed to:

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