



Cookies Policy

This Cookies Policy applies to cookies and other similar technologies that are used on the helloastra.com website. The entity that publishes information in the form of cookies and other similar technologies in the User's end device (eg computer, laptop, smartphone) and accessing them is Onwelo SA and the Trusted Partners.

What are Cookies and other similar technologies?

Cookies are IT data saved in files and stored on the User's end device, which the browser sends to the server each time you connect to the Website from a given terminal device - while you visit various websites on the Internet. Cookies contain the domain name of the website they come from, the time they are stored on the end device and a unique name. Cookies store information that is often necessary for the website to function properly. In cookie files, a unique number can be stored which identifies the user's device but on its basis the user's identity is not determined.

To ensure efficient use of the Website, we also use other technologies similar to Cookies, such as "web beacons" (also called "tracking pixels" or "clear GIFs") - very small graphic files containing a unique identifier, thanks to which we know when the person visited our website or opened an e-mail from us. JavaScript can also be used.

Why do we use cookies or other similar technologies?

We use cookies and other similar technologies in order to:

- adjusting the content of the Website to the preferences of users and optimizing the use of the Website – e.g. cookies allow you to recognize the user's device and properly display a website tailored to his individual needs
- creating statistics that help to understand how users use the site, which allows you to improve its structure and content and use this knowledge for marketing purposes
- advertising presentation, including in a way that takes into account the interests of the user or his place of residence (individualising the advertising message).

Types of cookies that we use

Due to the lifetime of cookies and other similar technologies, we use two basic types of these files:

- session - temporary files stored in the user's end device until logging out, leaving the website and application or turning off the web browser,
- permanent - stored in the user's end device for the time specified in the cookie file parameters or until the user deletes them.

Due to the purpose of cookies and other similar technologies, we use the following types:

The manner of the Service Provider's use of the Service Recipient's personal data provided in the course of registration and using the Service is specified in the Website's Privacy Policy.

Cookie type	How to use
Necessary	Required for the proper functioning and display of the website and the use of services available on the site. Without these cookies, the functionality of the website would be significantly limited or some of its functions and services would become unavailable.
Functional	They enable recognition of end-user devices of users visiting the Website again. This allows you to personalize content for the visitor and to remember your preferences (eg language selection, choice of mobile / classic version, font size).
Analytical	They allow the analysis of the activity of website users (measuring the number of visitors, how to use) and the use of this data to improve the operation of the website and a better understanding of the areas of interest of visitors. They also help measure the effectiveness of our advertising campaigns (eg on the Google Display Network).
Security	Support mechanisms to prevent abuse on the site.
Advertise	the visitor's activities, including visits to the website, visited websites, links and advertisements in which he clicked. These files allow you to adapt your ads to the interests of users. Based on information obtained from these cookies, you can create so-called general user profiles, thanks to people with specific interests, will see ads tailored to their potential interests. Advertising cookies can be used for advertising purposes consisting in the emission of advertisements to persons who were on the Website on websites that are on the Google advertising network or on Facebook or other third parties (remarketing advertising).

Cookies or similar technologies of third parties (so-called third parties cookies)

In order to provide our services and their improvement and analysis, we also use the services and tools of other entities (Trusted Partners) that pursue our goals. In particular, we use analytical tools (Google Analytics, Facebook pixel and insight tag LinkedIn) to analyze traffic in our website, analytics for advertising purposes and personalize ads, and use social plugins. In some cases, third party data obtained on our site may be used for its own purposes.

How to change cookie settings or delete them?

Most web browsers by default allow storing information in the form of cookies and other similar technologies in the user's end device.

Failure to change means that we use cookies and other similar technologies can be posted and stored on your end device, and thus that we will store information on your end device and we will access this information.

If you do not agree to our use of cookies or other similar technologies or if you want to limit the scope of use of cookies and similar technologies, you should change your browser settings or opt out of using the service.

From the level of the web browser that the user uses, for example, you can manage cookies manually. The most popular browsers include possibility:

- accepting cookies, allowing full use of the options offered by websites,
- cookie files management at the level of individual websites selected by the user,
- specifying settings for different types of cookies, for example accepting persistent files as session,
- blocking cookies in whole or in part, eg only from third parties or deleting cookies.

Remember, however, that if you block cookies used by us, this may negatively affect the convenience of using the Website, for example you may not receive personalized information when viewing it. You will also prevent us from collecting information about the use of our pages in order to continuously improve the content of the Sites.

Additional help:

Detailed information is in the settings of your web browser.

More information:

You can also find more information about cookies and similar technologies under the link youronlinechoices.com.