

Cookie Policy

Last updated: 26 July 2026

Version 2.0 — updated to cover embedded video (YouTube) and the contact and lead-magnet forms.

I. Data Controller

The controller of the website www.cleverly.pl and of the data processed via cookies is:

Grzegorz Wilk CLEVERly

ul. Gołaska 37 B/9

30-619 Kraków, Poland

Tax ID (NIP): 679-271-05-70

Business Reg. (REGON): 361658375

Email: kontakt@cleverly.pl

Data protection email: rodo@cleverly.pl

II. What cookies are

Cookies are small text files stored on the user's end device (computer, tablet, smartphone) while using the website. They keep the site working correctly, help analyse traffic, support embedded content, and adapt content to user preferences.

III. Types of cookies we use

Type	Purpose	Retention
Necessary (session)	Correct operation of the site, keeping the session, remembering the cookie choice	Until the browser is closed
Analytics	Collecting anonymous data on how the site is used (Google Analytics 4)	Up to 26 months
Functional	Remembering user preferences (e.g. language version PL/EN)	Up to 12 months
Embedded media (YouTube)	Playing embedded video interviews. Cookies set by YouTube only once the player is started ("no-cookie" mode)	Up to 24 months (after playback)
Marketing	Currently not used. If introduced, only after consent is given	—

IV. Detailed cookie information

Cookie name	Provider	Purpose	Expires
_ga	Google Analytics	Identifying unique users	2 years
ga*	Google Analytics	Keeping the session state	2 years
cookie_consent	CLEVERly	Remembering consent/refusal for cookies	12 months

Cookie name	Provider	Purpose	Expires
lang_pref	CLEVERly	Preferred language version (PL/EN)	12 months
VISITOR_INFO1_LIVE	YouTube (Google)	Bandwidth estimation, player preferences (after a video is played)	up to 6 months
YSC	YouTube (Google)	Embedded-video view statistics (session)	Session

V. Embedded video (YouTube)

The site embeds video (interviews) from YouTube. The player runs in privacy mode (“youtube-nocookie.com”), which means YouTube does not store cookies until playback starts. After the user clicks “play”, YouTube (Google LLC / Google Ireland Ltd.) may store its own cookies and process data under its own privacy policy. The controller has no control over third-party cookies.

YouTube / Google privacy policy: policies.google.com/privacy

VI. Forms and contact data

The site includes forms: a contact/consultation form, a request for tailored training (name, phone, email) and a form to receive the “Growth Audit” resource (name, email). This data is processed solely to handle the enquiry or deliver the requested resource. The forms themselves do not require marketing cookies; the rules for processing personal data are described in the site’s Privacy Policy.

VII. Legal basis for processing

- **Art. 6(1)(a) GDPR** — user consent (analytics, embedded media, marketing cookies)
- **Art. 6(1)(f) GDPR** — the controller’s legitimate interest (cookies necessary for the site to work correctly)
- **Art. 173 of the Polish Telecommunications Act** — storing information on the user’s end device

VIII. Consent and managing cookies

On the first visit, the user is informed about the use of cookies via a banner. Cookies other than necessary ones (including embedded-video cookies) are installed only after consent is given. Consent can be changed or withdrawn at any time via the browser settings or by re-opening the cookie banner.

IX. Managing cookies in the browser

Every browser lets you manage cookies. The user can:

- Block cookies from being saved
- Delete saved cookies
- Set up notifications about attempts to save cookies

Blocking necessary cookies may affect how the site works.

X. Third parties

Some cookies may be placed by third parties: Google LLC (Google Analytics and YouTube). The controller has no control over third-party cookies. Details of their privacy policy:

- Google / YouTube: policies.google.com/privacy

XI. User rights

In connection with the processing of personal data, the user has the right to:

- Access their data

- Rectify, erase or restrict the processing of their data
- Data portability
- Object to the processing
- Withdraw consent at any time (without affecting the lawfulness of processing before withdrawal)
- Lodge a complaint with the President of the Personal Data Protection Office (ul. Stawki 2, 00-193 Warsaw, Poland)

To exercise these rights, please contact: rodo@cleverly.pl

XII. Changes to this cookie policy

The controller reserves the right to change this policy. Users will be informed of changes by an updated date on this page. We recommend reviewing the policy regularly.

XIII. Contact

Grzegorz Wilk CLEVERly

ul. Gołańska 37 B/9, 30-619 Kraków, Poland

Email: rodo@cleverly.pl