

Cookie Policy

Effective date: 7 September 2026 · Version 1.0

Draft template notice: This document lists the cookies you told us the Website uses (Google Analytics) alongside cookie-adjacent third-party requests already present in the site code (Google Fonts). Before publishing, please (a) confirm this list against your actual Google Analytics / Google Tag Manager configuration, and (b) note that under Polish/EU ePrivacy rules, non-essential cookies such as analytics cookies require a prior consent banner — the current site code does not yet include one, so a cookie consent mechanism should be added before Google Analytics is enabled live. We recommend legal review before publication.

1. What Are Cookies

Cookies are small text files that a website places on your device (computer, tablet or mobile) when you visit it. They are widely used to make websites function, work more efficiently, and to provide information to the site owner. Similar technologies (such as pixels, tags and local storage) are addressed together with cookies in this policy.

2. How Scale2global Uses Cookies

The Scale2global website (scale2global.pl) uses a limited number of cookies and cookie-like technologies, described below. We do not use cookies for advertising or ad retargeting.

2.1 Strictly necessary

The Website's core pages and contact form do not currently require strictly necessary cookies to function.

2.2 Analytics cookies

We use **Google Analytics** to understand how visitors use the Website (e.g. which pages are viewed, how visitors arrived at the site, and general navigation patterns), so that we can improve its content and performance. Google Analytics sets cookies that collect information in a form that does not directly identify you.

2.3 Third-party resources (Google Fonts)

The Website loads typefaces from Google Fonts. This is a direct connection from your browser to Google's servers, which may log your IP address as part of standard server operation. This connection does not set a tracking cookie in Scale2global's own cookie category, but it is a transfer of data to a third party and is disclosed here for transparency.

3. Cookies Used on This Website

Cookie name	Provider	Purpose	Type	Duration
_ga	Google Analytics	Distinguishes unique users by assigning a randomly generated identifier	Analytics	~2 years
ga<container-id>	Google Analytics (GA4)	Persists session state for GA4 property configuration	Analytics	~2 years
_gid	Google Analytics	Distinguishes users for a 24-hour period	Analytics	24 hours
_gat	Google Analytics	Used to throttle the rate of requests	Analytics	1 minute

Exact cookie names, containers and durations depend on your live Google Analytics / Google Tag Manager configuration; please verify and update this table to match your actual GA4 property settings before publishing.

4. Legal Basis and Consent

Under the Polish Telecommunications Law (implementing the EU ePrivacy Directive) and the GDPR, cookies that are not strictly necessary for the Website to function — including analytics cookies such as those set by Google Analytics — may only be placed on your device with your prior consent. Where a cookie consent banner is implemented on the Website, analytics cookies will only be activated after you actively accept them, and you may withdraw your consent at any time via the cookie settings link on the Website or by clearing your cookies as described below.

5. How to Manage or Disable Cookies

You can control and/or delete cookies as you wish through your browser settings. Most browsers allow you to:

- See what cookies are stored and delete them individually;
- Block third-party cookies;
- Block cookies from particular sites;
- Block all cookies from being set; and
- Delete all cookies when you close your browser.

Please note that if you disable or delete cookies, some parts of the Website may not function as intended, and analytics used to improve the Website will be less effective. You may also opt out of Google Analytics specifically by installing the [Google Analytics Opt-out Browser Add-on](#).

6. Changes to This Cookie Policy

We may update this Cookie Policy from time to time, for example if we add or remove tools that use cookies. The "Effective date" above shows when this version was last revised.

7. Contact Us

Scale2global Sp. z o.o.

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Email: contact@scale2global.pl

For more on how we handle personal data generally, see our [Privacy Policy](#).