

Cookie Policy

Last updated: 16.12.2025

1. Introduction

This Cookie Policy explains how VALEN & PARTNERS Sp. z o.o. ("we", "us", or "our") uses cookies and similar tracking technologies when you visit our website.

This policy should be read together with our **Privacy Policy**, which explains how we process personal data more generally.

2. What Are Cookies

Cookies are small text files that are stored on your device when you visit a website.

They help websites function properly, improve user experience, and provide information to website owners.

Cookies may be:

- **Session cookies** (deleted when you close your browser), or
- **Persistent cookies** (stored for a defined period of time).

3. Types of Cookies We Use

We use the following categories of cookies:

3.1 Essential Cookies

These cookies are necessary for the website to function correctly and cannot be disabled.

They are used for:

- Website security
- Core functionality
- Cookie consent management

Legal basis: Legitimate interest

3.2 Analytics Cookies

These cookies allow us to analyze how visitors interact with the website, including traffic sources, page views, and usage patterns.

They help us improve website performance and user experience.

Examples may include:

- Website traffic measurement
- Performance monitoring
- User behavior analysis

Legal basis: Consent

Analytics cookies are only activated after you provide explicit consent.

3.3 Marketing Cookies (If Applicable)

Marketing cookies are used to track visitors across websites in order to display relevant advertising and measure marketing effectiveness.

They may be used for:

- Advertising performance tracking
- Retargeting campaigns
- Conversion measurement

Legal basis: Consent

Marketing cookies are only activated after you provide explicit consent.

4. List of Cookies We Use:

Cookie Name	Category	Provider	Purpose	Duration
hubspotutk	Analytics	HubSpot	This cookie keeps track of a visitor's identity. It is passed to HubSpot on form submission and used when deduplicating contacts.	6 Months
__hssc	Analytics	HubSpot	This cookie keeps track of sessions. This is used to determine if	30 Minutes

			HubSpot should increment the session number and timestamps in the __hstc cookie. It contains the domain, viewCount (increments each pageView in a session), and session start timestamp.	
__hssrc	Analytics	HubSpot	Whenever HubSpot changes the session cookie, this cookie is also set to determine if the visitor has restarted their browser. If this cookie does not exist when HubSpot manages cookies, it is considered a new session.	It expires at the end of the session.
__hstc	Analytics	HubSpot	The main cookie for tracking visitors. It contains the domain, hubspotutk, first visit, last visit, this visit, and session number (increments for each subsequent session).	6 Months
_fbp	Marketing	Facebook (Meta)	to store and track visits across websites.	3 Months

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4. Third-Party Cookies

Some cookies may be placed by third-party service providers acting on our behalf, such as:

- Analytics providers
- Email marketing platforms
- Marketing and advertising tools
- Website performance services

These third parties may process data in accordance with their own privacy policies and applicable data protection laws.

5. Cookie Duration

Cookies used on our website may remain on your device for different periods:

- **Session cookies:** deleted automatically when you close your browser
- **Persistent cookies:** stored for a defined period or until manually deleted

The exact duration depends on the purpose of each cookie.

6. Managing and Withdrawing Consent

You can manage your cookie preferences at any time by:

- Using the cookie consent banner or settings tool on our website
- Adjusting your browser settings to block or delete cookies
- Withdrawing consent for non-essential cookies at any time

Please note that disabling certain cookies may affect website functionality.

7. Legal Basis for Cookie Use

Cookie Category Legal Basis

Essential cookies Legitimate interest

Analytics cookies Consent

Cookie Category Legal Basis

Marketing cookies Consent

We do not place non-essential cookies without your prior consent.

8. Updates to This Cookie Policy

We may update this Cookie Policy from time to time to reflect changes in technology, legal requirements, or our practices.

Any changes will be published on this page with an updated revision date.

9. Contact Information

If you have any questions about this Cookie Policy or our use of cookies, please contact:

Email: info@valen-partners.com

Company: VALEN & PARTNERS Sp. z o.o.