

## COOKIE POLICY

Valid as of May 2021

Findilao EOOD uses cookies on its website (findilao.com) (“our website”), for several purposes. Cookies help us to provide you with a good experience when you browse our website and allow us to improve our site. We respect your privacy and store the cookies’ data on our Google Cloud servers ensuring maximum security and protection of your privacy. We provide you with the information and tools you need to manage your cookies.

### 1. COOKIES ON THE WEBSITE

A cookie is a small text file that visited websites save on your computer. Cookies are used to provide visitors access to various functions. Almost every site on the internet uses cookies and their functions include:

- verifying your identity for security purposes
- determining the type of browser and settings you are using
- allowing site owners and third-party advertisers to tailor content to your preferences

Under the Electronic Communications Act, all visitors to a website with cookies must have access to information stating that the website contains cookies and the purpose for which cookies are used. Visitors must also approve such cookies being used. Cookies and the technology that uses them vary significantly between websites, so it is important that you understand how we classify cookies that we use on our website.

To make our advertising more effective and show relevant ads that fits your interests, we also use cookies of Google Ads, LinkedIn and Facebook installed on our website via the relevant tags and pixels (JavaScript codes). They can be also used to serve specific ads to users who've visited our website. They are being used for tailoring and measuring ads and specific actions on our website, e.g. newsletter registration. They work by uniquely identifying your browser and device.

Through the pixel of Facebook, we can collect the following information about you during your browser session on our website:

- Anything present in HTTP headers. HTTP Headers are a standard web protocol sent between any browser request and any server on the internet. HTTP Headers include IP addresses, information about the web browser, page location, document, referrer and person using the website.
- Pixel-specific data, including Pixel ID and the Facebook Cookie.
- Button clicks data, including any buttons clicked by site visitors, the labels of those buttons and any pages visited as a result of the button clicks.



- Form field names, including website field names like ‘email’, ‘address’, ‘quantity’ for when you purchase a product or service. We can also capture field values as part of the advanced matching or conversion tracking settings activated on Facebook.
- Advanced matching parameters, including email, first name, last name, phone, gender, birthday, city, state or province, zip, country.
- Events such as page views, search, registration or any other custom event.

Through the Insight tag of LinkedIn, we can collect the following information about you during your browser session on our website:

- Website content download
- Sign-ups
- Purchases
- Meta data: IP address
- Timestamps
- Page views
- Button clicks

We also use marketing cookies to record the source (publisher name), medium (creative type), campaign (advertising campaign name) and content (topic of the creative) of the client in order to assess it in our data base. These marketing cookies are not being used for targeting purposes.

Our website uses the HubSpot tracking code to understand better your behaviour. The code sets cookies that identify you assigning a user ID, record and analyse your activity on our website.

The core features of our website are supported by functionality cookies which are required in order for us to serve you the content. Such cookies allow us to record your consent with our Privacy policy and Cookie policy and provide other necessary functionalities (such as remembering filled-in details and choices).

## **2. ANALYTICS TOOLS FOR THE WEBSITE**

On this website the web analytics tool Google Analytics is used to get an overall picture of how visitors use the site. Google Analytics uses cookies to collect information in an anonymous form (aggregated) about how visitors use the website, for example, the number of page views, how visitors have arrived at the website, and the number of visits. The purpose is to help us improve the usability of the website. The information generated through your website usage is redirected to and stored by Google Inc. This site uses IP Anonymization in Analytics. The IP



anonymization feature in Analytics sets the last octet of IPv4 user IP addresses and the last 80 bits of IPv6 addresses to zeros in memory shortly after being sent to the Analytics Collection Network. The full IP address is never written to disk in this case.

We are also using Yandex Metrika for site optimization. Yandex Metrika is an analytics and heat mapping service provided by YANDEX, LLC. It gathers information that helps us understand interactions with our website (visits, traffic sources, search queries, clicks, scrolling, and mouse movements) and improve user experience. This data is aggregated and anonymous, including IP anonymization.

### **3. LINKS TO THIRD PARTY WEBSITES**

Our website may have links to external third-party websites. Please note, however, that third-party websites are not covered by the Company's privacy notice and those sites are not subject to the Company's privacy standards and procedures. Please check with each third party as to their privacy practices and procedures.

### **4. HOW TO AVOID COOKIES**

If you would prefer cookies to be rejected, change the settings in your web browser so that you either automatically refuse cookies to be downloaded or are prompted each time a website requests to save a cookie. Cookies that have been previously downloaded can also be deleted through the web browser settings.

### **5. OTHER RELATED INFORMATION**

For general information, visit [www.aboutcookies.org](http://www.aboutcookies.org). This site includes instructions on how to amend your cookie settings for a variety of browsers and how to delete existing cookies from your computer. If you have any specific questions or concerns about cookies, please contact [support@findilao.com](mailto:support@findilao.com). We are committed to keeping your personal information safe. For more information on how we handle your data, see our Privacy Policy.

