

## COOKIES POLICY

We use cookies and similar technologies on our website to provide our services and improve our website and services.

This Policy describes the technologies that we may use to collect information about the use of our site and materials sent by e-mail, what cookies are, and how they are used on our site. This policy describes which categories of cookies we use and what we use them for.

### What are cookies?

A cookie is a small data file, often containing a unique identifier. Cookies may be sent to your browser when you visit our site. The web browser saves them on your device. Some cookies are only stored for the duration of your visit to our site. These cookies are called "session cookies". Another type of cookie, known as a "persistent" cookie, may be stored on your computer after completion of work with the sites and be used by our site when you visit them again. Some cookies that are set when you visit our site may be set and used by other companies.

### How are cookies used on websites and in materials sent by e-mail?

We do not limit ourselves in the use of tools for collecting cookies. Such tools, among other things, may include: Google Analytics, Yandex.Metrica, Weborama, Appsflyer, etc.

### We use following cookies on web site:

#### Critical cookies

Critical cookies are essential to provide you with the services requested through our website. The required services can only be provided to you by using these cookies. For example, these cookies may be used on our site to:

- managing and storing the items you place in your "shopping cart" when you visit our online stores,
- allowing you to access secure areas of the site without having to re-enter your credentials to log into the service,
- storing data about your previous actions (for example, filling out an online form) when you return to the previous page in one session.

#### Performance cookies

Performance cookies are designed to collect information about the actions taken by the user of the site - behavioral analytics. For example, these cookies may be used on our site to:

- analysis in order to improve the operation of sites and increase the effectiveness of advertisements and materials sent by e-mail,
- website performance and design improvements,
- counting the number of responses to our advertisements,
- analysis of errors that occur on the site in order to improve the quality of service and resolve complaints.

#### Reference cookies

The reference cookies we use are sent to your device by the websites of our business partners. These cookies allow us to track visitors who have made a transition to our website from a business partner's website and receive data showing whether that transition resulted in a purchase, service or product.

### **Functional cookies**

Less important "functionality" cookies are used by us to provide users with access to various useful features of our sites. For example, these cookies may be used on our site to:

- saving the settings you have chosen during your previous visit to the site, including the country / language without having to reconfigure these settings in the future,
- keeping a record of the services already offered to you, for example, the provision of online support by our specialists.

### **Third party cookies**

visit to our website may result in the storage of some cookies that are not controlled by us. This may happen if the site you are visiting uses third party analytics, marketing automation or management tools (such as Google and Yandex tools), or hosts content from a third-party website such as VK and YouTube. This will result in you receiving cookies from third party services. We cannot control the storage or access to these cookies. To find out how third-party services use these cookies, you should read their cookie policy.

### **Disabling cookies**

Most internet browsers are initially set to automatically accept cookies. You can change your settings to block cookies or warn the user when files of this type are sent to the device. There are several ways to manage cookies. Please refer to your browser manual for more information on how to adjust or change your browser settings. If you disable the cookies we use, this may affect your browsing experience, while on our site you may not be able to visit some parts of our site, or you may not be able to receive personal information when you visit our website. If you use different devices to view and access our site (for example, computer, smartphone, tablet, etc.), you must ensure that each browser on each device is set according to your cookie preferences.

### **Web beacons**

Web beacons, also known as "single pixel files", "clear GIFs" or "action tags", may be used on our site and in email communications. With the help of this technology, we can find out which visitors clicked on key elements (for example, links or images) on a website page or in an email message. Promotional materials or newsletters you request may contain web T-shirts that allow us to determine whether these communications have been opened. The information collected is used to optimize content, services and communications. Web beacons are usually used in conjunction with cookies and can be turned off by disabling cookies completely (as described in the previous section). Some email programs and Internet browsers provide for disabling automatic image downloads. Therefore, web beacons will be blocked until you upload the images yourself.