

Cookies Policy

Last updated: December 11, 2019

Adapteve s.r.o. ("us", "we", or "our") uses cookies on the <https://www.adapteve-payments.com> website (the "Service"). By using the Service, you consent to the use of cookies.

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we may partner with may use cookies on the Service, your choices regarding cookies and further information about cookies.

1. What are cookies?

Cookies are text files containing small amounts of information which are downloaded to your computer or mobile device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognises that cookie. Cookies are useful because they allow a website to recognise a user's device.

Cookies perform varied and useful jobs, such as letting you navigate between pages efficiently, remembering your preferences. They help us understand how our website is used and improve your online experience. They can also help to ensure that adverts you see online are more relevant to you and your interests.

2. What type of cookies do we make use of?

2.1 Which cookies are used by Adapteve s.r.o?

When you use and access the Service, we may place a number of cookies files in your web browser.

We use cookies for the following purposes:

- To enable certain functions of the Service
- To provide analytics
- To store your preferences

Session cookies. We make use of session cookies, which are automatically deleted from your hard disk at the end of the browser session. Session cookies are needed to help the website function.

Essential cookies. We may use essential cookies to remember information that changes the way the Service behaves or looks, such as a user's language preference on the Service.

Accounts-related cookies. We may use accounts-related cookies to authenticate users and prevent fraudulent use of user accounts. We may use these cookies to remember information that changes the way the Service behaves or looks, such as the "remember me" functionality.

Analytics cookies. We may use analytics cookies to track information how the Service is used so that we can make improvements. We may also use analytics cookies to test new advertisements, pages, features or new functionality of the Service to see how our users react to them.

Persistent cookies. In addition to these we also use longer-term cookies that stay on your hard disk. On a subsequent visit it is then automatically recognised that you have previously visited us, and we know which input and settings you prefer. These cookies are stored on your hard disk and are automatically deleted after 30 days. They make our website more user-friendly, more effective and more secure. These cookies make it possible for us to show you information that is relevant to you. The sole purpose of these cookies is to adapt our content to your needs as well as to make browsing our pages as enjoyable as possible.

2.2 What data is stored in the cookies?

Only pseudonymous data is stored in our cookies. On activation, the cookie is allocated an identification number; we do not allocate personal data to this identification number. Your name, your IP address and other such data that might allow the cookie to be traced to you directly are not stored in the cookie. We receive only aggregated information, relating for example to which of our pages have been visited, which products were viewed, etc.

2.3 What is onsite targeting?

Data is collected on Adapteve s.r.o websites using cookies for optimisation of our advertising and of the entire online experience. This data is not used to identify you personally but solely serves the purpose of conducting a pseudonymous evaluation of the use made of our pages. With this technology, we can present advertising, special offers and services to you, the content of which is based on information obtained from a connection to click-stream analysis (for example, advertising that is based on the fact that during the past few days only you have viewed a specific page). Our aim here is to make our offers as relevant to you as possible and to present advertising that corresponds to your areas of interest.

2.4 Are there also cookies from third-party suppliers (so-called “third-party cookies”)?

Adapteve s.r.o makes use of a number of web partners, for example, Google Analytics, Facebook and Doubleclick, who help to make our websites more interesting for you. This is why, when visiting our websites, the cookies of these companies may also be stored on your hard disk. These cookies are deleted automatically after a pre-specified period. The cookies of our partner companies also contain solely pseudonymous or anonymous aggregated data. This relates, for example, to data on which pages you have looked at, whether anything was bought or a signup occurred, among other actions. Here, some of our advertising partners also collect information from our websites on which pages you have previously visited in order to be able to show you advertising that best complies with your interests.

2.5 Retargeting

Our websites make use of so-called re-targeting technologies. We use these technologies to make our offering more interesting for you. Retargeting allows users who have already shown an interest in our events to also be provided with suitable advertising on the websites of our partners. The use of personalised, interest-oriented advertising is generally more interesting for users than advertising that has no such personal customisation. The use of this advertising approach by our partners is undertaken on the basis of a cookie technology and an analysis of previous utilisation behaviour. This form of advertising is completely pseudonymous. On using our sites, cookies are deployed and thereby usage data is collected from you, stored and utilised. Your data is furthermore stored in cookies beyond the end of the browser session so that it can be called up again on your next visits to the websites.

What are your choices regarding cookies

In your browser, you can enable a setting that storage of cookies is only permissible when you agree to it, and thereby prevent the further storage of cookies in the future. If you want to accept only Adapteve s.r.o cookies but not the cookies of our service companies and partners, you can select the browser setting “Block third-party cookies”. As a rule, the ‘Help’ function in the menu bar of your web browser will show you how to reject new cookies and how to inactivate old ones.

The following links provide information on how to modify the cookies settings on some popular browsers:

For the Chrome web browser, please visit this page from Google:

<https://support.google.com/accounts/answer/32050>

For the Internet Explorer web browser, please visit this page from

Microsoft: <http://support.microsoft.com/kb/278835>

For the Firefox web browser, please visit this page from Mozilla:
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

For the Safari web browser, please visit this page from Apple:
<https://support.apple.com/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

For any other web browser, please visit your web browser's official web pages.

Note, however, that by the deletion of or refusal to accept cookies, you might not be able to use all of the features we offer, store your preferences, and some of our pages might not display properly.

3. Log Files

With each visit to the Adapteve s.r.o website, usage data is transmitted by the respective Internet browser and is stored in record files, the so-called server log files. The records stored in this way contain data on date and time of the call-up, name of the page called up, IP address, referrer URL (URL of origin, from which you came to the websites), the quantities of data transferred, product information and the version of the browser used. These log file data records are evaluated by us, to help us further improve our websites, as well as to make our pages more user-friendly, to detect and correct errors more quickly and to control server capacities. We also use log file data records to defend our site against attacks, e.g. in the context of DDOS attacks, which are intended to block access to our site by overloading it with enquiries.

4. Web analysis

In order to continuously improve and optimise our offer, we make use of tracking technologies. For this purpose, we enlist the services of Google Analytics.

4.1 Google Analytics

This website makes use of Google (Universal) Analytics, a web analysis service from Google Inc. (www.google.com). Google (Universal) Analytics deploys methods that make it possible to analyse the use made of the website by you, e.g. the so-called "cookies", which are text files that are stored on your computer. The information generated on your use of this website is transmitted, as a rule, to a Google server in the USA and stored there. By activating the IP-anonymise function on this website the IP address is shortened, within the member countries of the European Union or in other contracting states that were party to the agreement on the European Economic Area, before further transfer. Only in exceptional cases is the full IP

address sent to a Google server in the USA and shortened there. The anonymised IP address transferred by your browser within the framework of Google Analytics is not brought together with other Google data.

You can prevent the acquisition of the data generated by the cookie relating to your use of the website (incl. your IP address) by Google, as well as its processing by Google, if you download and install the browser plug-in available [here](#). As an alternative to the browser plug-in, you can click this link in order to prevent recording by Google Analytics on this website in the future. In this case, an opt-out cookie will be placed in your terminal device. Please note that on deleting all cookies on your computer, this opt-out cookie will also be deleted, i.e. if you still want to prevent anonymised data acquisition by Google Analytics you will have to reset the opt-out cookie once again. The opt-out cookie is set for each browser and computer. If you visit our websites from home and from your place of work, or with different browsers, you will have to activate the opt-out cookie in the various browsers or on different computers.

5. Retargeting and data acquisition by third parties for banner ads

In the context of re-targeting and banner ads, Adapteve s.r.o make use of the services of third parties, which set cookies on our sites. These are the following companies:

[DoubleClick by Google](#), Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA;

[Facebook Inc.](#), 1601 S. California Ave, Palo Alto, CA 94304, USA;

[Twitter, Inc.](#), 1355 Market Street, Suite 900, San Francisco, CA 94103 U.S.A;

[LinkedIn](#), 222 2nd St, San Francisco, CA 94105, USA

6. Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

AllAboutCookies: <http://www.allaboutcookies.org/>

Network Advertising Initiative: <http://www.networkadvertising.org/>