

Cookies Policy

Date of last update: 27.06.2024

Welcome to LIKI24: <https://liki24.nl> !

1. LIKI24 AND THE COOKIES POLICY

This Cookies Policy, (hereinafter, the "**Cookies Policy**") governs how we use technologies like cookies to store and/or access device information ("**Cookies**") while you are using our webpage <https://liki24.nl> ("**Website**"), the mobile application ("**App**") and other related software (hereinafter jointly referred to as the "**Platform**" or "**LIKI24 Platform**") of the company FAMCARE TECHNOLOGIES S.R.L, (hereinafter referred to as "**LIKI24**"), with the domain <https://liki24.nl>, the related mobile application and other related software.

Our identification details are the following: **FAMCARE TECHNOLOGIES S.R.L**, having the headquarter in Bucharest, 2 District, 158 Calea Mosilor Street, Bucharest Trade Register no. J40/20885/2021, Fiscal Code 45287030, DPO: SCA DUMITRACHE-CHIRONDA, IVU SI ASOCIATII, contact: dpo@liki24.ro.

Based on this Cookies Policy, we help you understand how we use Cookies within our Platform and during the provision of the services to protect your personal data and provide you (as a User) the best experience while interacting with the Platform and receiving the services ordered through it. This Cookies Policy describes why we need your consent, why and how we use your data, where your consent is used, how to update your preferences, and more. Your privacy and security of your personal information is a priority for us.

This Cookies Policy applies to the LIKI24 Platform. Terms used and not directly defined herein are defined in the T&C.

Please read this Cookies Policy carefully. It includes information about the services, your rights, and other important information.

2. COOKIES

LIKI24 stores and accesses personal data based on unique identifiers – Cookies.

We collect the following types of Cookies:

a. Necessary Cookies

These Cookies are necessary for the website to function while not storing personally identifiable information. They are set in response to user actions to enable key features like setting and maintaining logins or privacy preferences, basic functions like saving cookie settings, providing access to secured areas, redirecting between country specific domains, page navigation and filling in forms. These cookies can't be switched off separately, however, certain browsers can block or alert you about these cookies. Be aware that blocking these cookies will significantly affect the site functionality.

b. Comfort Cookies

These cookies allow a better user experience through enhanced features, such as personalization. These cookies do not store personally identifiable information. If these cookies are disabled, some or all of these features may be adversely affected: saving an input, saving user's preferences (e.g., language selection or city selection). Saving selections also improves overall site performance, as each page requires less requests to display proper content.

c. Statistics Cookies

These cookies collect information about site usage to measure performance, improve content and user-friendliness. This includes time of access, internet browser, operating system, traffic sources, time spent on particular pages, number of visits. This data is aggregated and not assigned to any specific natural person. Rejection of these cookies negatively affects our ability to improve our services.

d. Marketing Cookies

These cookies may be set on our site by our advertising partners. These can be used by partner companies to build a profile of the user's interests and to show relevant information on other sites. They do not directly store personal data, but are based on the unique identification of the user's browser and internet device. They are also used to limit the frequency with which an ad appears and to measure and manage the effectiveness of advertising campaigns. If you do not allow these cookies, you will experience less targeted advertising. However, their use has a number of benefits: ads and content can be personalized based on a profile, more data can be added to improve content personalization, ads and content performance can be measured. Insights about audiences who saw the ads and content can be derived, data can be used to build or improve user experience, systems and software, etc.

3. PROCESSING PURPOSES

By reviewing and consenting to the purposes and features listed, you agree to have your personal data processed by us and our partners. This enables us to improve our services and facilitate a better user experience for you. Not consenting or withdrawing consent will not allow us to provide you with the full Platform functionality and suggest you better experience of using it.

We process your data to:

- a. Provide basic site functionality. Key features include setting and maintaining logins or privacy preferences, providing access to secured areas, saving cookie settings, redirecting between country specific domains, page navigation and filling in forms.
- b. Provide comfort functionality. Saving an input or user's preferences (e.g., language selection or city selection).
- c. Ensure better performance. Saving preferences improves overall site performance, each page requires less requests to display proper content.
- d. Select basic ads. Ads can be shown to you based on the content you're viewing, the app you're using, your approximate location or your device type.
- e. Create a personalized ads profile. A profile can be built about you and your interests to show you personalized ads that are relevant to you.
- f. Select personalized ads. Personalized ads can be shown to you based on a profile about you.
- g. Create a personalized content profile. A profile can be built about you and your interests to show you personalized content that is relevant to you.
- h. Select personalized content. Personalized content can be shown to you based on a profile about you.
- i. Measure ad performance. The performance and effectiveness of ads that you see or interact with can be measured.

- j. Measure content performance. The performance and effectiveness of content that you see or interact with can be measured.
- k. Apply market research to generate audience insights. Market research can be used to learn more about the audiences who visit sites/apps and view ads.
- l. Develop and improve services. Your data can be used to improve existing systems and software, and to develop new products.

4. CONSENT AND PRIVACY SETTINGS

The EU General Data Protection Regulation calls for freely-given consent prior to processing any personal data. As such, to provide the best experience for you on our properties, we ask for your consent to allow us and our partners to process your data.

By accepting or rejecting consent, you give your express consent with regards to data processing on this site. You agree to share your personal data with us and our partners on this site. If you do not consent to or withdraw consent from data processing by us and our vendors, this may adversely affect site functions and your experience.

When you access the Website, the settings allow you to consent, refuse or make granular choices related to Cookies, including exercising your right to object to companies processing personal data based on legitimate interest instead of consent. We may access and use your data for the purposes described in this Cookies Policy.

On the Website, you may customize your preferences and learn who is requesting consent and/or claiming legitimate interest to process your data for that purpose. You can update your choices at any time by clicking on the Cookies Setting link in the bottom of the Website.

You may withdraw your consent and update your preferences at any time using the Cookies Settings link on the Website. However, please be aware that not all vendors request consent and some may process data on the basis of legitimate interest – you have the right to object processing on both these grounds.

Not consenting or withdrawing consent may adversely affect certain features and functions, in particular:

- a. Basic functions, like saving cookie settings;
- b. Usage preferences, like preferred language or selected city;
- c. Navigation and access to specific country domains;
- d. Authentication, access to secured areas;
- e. Personalized ads and content, ad and content measurement, audience insights.

In addition, when you visit the Website, a random unique number is generated for you – the Audit ID. The purpose of the Audit ID is to keep a record of your preference history on which cookies you accepted and when. The information kept in relation to your Audit ID includes: timestamp, version of cookie vendor list, and a list of vendors that are allowed to process your data.

5. OUR PARTNERS

Below are the vendors who may process your data. Please go to the Cookies Settings on the Website to customize your vendor data processing preferences and learn for which purposes they are requesting consent and/or claiming legitimate interest.

Our Partners:

- a. Google Analytics is used to measure user interactions on a website (average time spent, number of visits, traffic sources, etc.).
- b. Google Ads, RTB House are used to deliver more personalized advertisements, tracking and improving marketing campaigns.
- c. Facebook Pixel records information about the user's browsing session, which it sends to Facebook, along with a hashed version of the Facebook ID and the URL viewed. It is used to deliver more personalized advertisements, tracking and improving marketing campaigns.
- d. Google Tag Manager is a tool for quickly and easily managing and updating measurement & marketing or analysis codes, which may use other partners' cookies like Google Ads and Facebook.
- e. Hotjar is used to evaluate how users interact with the content of the website (heatmaps, click maps, scroll maps, etc.).
- f. Amplitude, Google Firebase (mobile application only) are used to measure user interactions (average time spent, number of visits, traffic sources, etc.).
- g. Adjust (mobile application only) is used to deliver more personalized advertisements, tracking and improving marketing campaigns.