

# COOKIE POLICY

EasyFy Solution OÜ

Company Registration No: 17222348

Registered Address: Harju maakond, Tallinn, Kesklinna linnaosa, Juhkentali tn 8, 10132, Estonia

**Effective Date:** 01/05/2025

## 1. Introduction

This Cookie Policy explains how EasyFy Solution OÜ (“we”, “us”, or “our”) uses cookies and similar technologies when you visit our website or use our event platform. This policy forms part of our [Privacy Policy] and complies with the **EU ePrivacy Directive** and the **General Data Protection Regulation (GDPR)**.

By continuing to use our site after seeing our cookie banner, you consent to the use of cookies as described in this policy, unless you later opt out.

## 2. What Are Cookies?

Cookies are small text files placed on your device (computer, smartphone, or other device) when you visit a website. They help us remember your preferences, improve functionality, measure website usage, and offer personalized content.

We may also use related technologies such as **pixels**, **web beacons**, and **local storage** for similar purposes.

## 3. Types of Cookies We Use

We use the following categories of cookies on our website:

Type	Description	Duration
<b>Strictly Necessary Cookies</b>	Essential for operating the website and enabling basic functions such as secure login, page navigation, and fraud prevention.	Session or persistent
<b>Performance &amp; Analytics Cookies</b>	Help us understand how visitors interact with the site (e.g., pages viewed, traffic sources). We use tools like Google Analytics.	Persistent
<b>Functionality Cookies</b>	Allow the website to remember your settings and preferences, like language or region.	Persistent
<b>Marketing &amp; Tracking Cookies</b>	Used to deliver relevant ads and track the effectiveness of campaigns via tools such as Facebook Pixel, Google Ads, and other third-party services.	Persistent

*Non-essential cookies (analytics, functionality, marketing) are used only with your consent.*

## 4. Third-Party Cookies

We may permit trusted third parties to place cookies on your device to help us:

- Measure site traffic and user behavior
- Improve marketing campaigns
- Enable payment processing or social media integrations

Examples include:

- **Google Analytics**
- **Meta (Facebook) Pixel**
- **Stripe** (fraud prevention and payment tools)
- **LinkedIn Insights, Twitter Ads**, or similar

Each third-party provider is responsible for their own cookie policies and compliance.

## 5. How to Manage or Disable Cookies

You can manage cookie preferences in the following ways:

### 5.1 On Our Site

Use the cookie consent banner or “Cookie Settings” link to customize or withdraw your consent.

### 5.2 In Your Browser

Adjust your browser settings to block or delete cookies:

- Chrome: Settings > Privacy and security > Cookies and other site data
- Firefox: Preferences > Privacy & Security > Cookies and Site Data
- Safari: Preferences > Privacy > Manage Website Data
- Edge: Settings > Cookies and site permissions > Manage and delete cookies

Note: Disabling cookies may impact the usability of certain features.

## 6. Legal Basis for Using Cookies

- **Strictly necessary cookies** are processed under our **legitimate interest** (GDPR Art. 6(1)(f)).
- **All other cookies** (analytics, functionality, marketing) are processed **only with your explicit consent** (GDPR Art. 6(1)(a)).

## 7. Retention Period

Cookies have different durations:

- **Session cookies:** Deleted when the browser is closed
- **Persistent cookies:** Stored on your device until expiration or manual deletion

Details on individual cookie lifespans can be found in your browser's cookie storage.

## 8. Updates to This Policy

We may update this Cookie Policy to reflect changes in law, technology, or our use of cookies. Updates will be posted on this page with a revised "Effective Date."

## 9. Contact Us

For any questions about this Cookie Policy or your data rights contact us:

[compliance@easyfysolution.com](mailto:compliance@easyfysolution.com)

### Approved by:

Obner Knoener Mozarino

**Title:** Director

**Date:** 01/05/2025



**Signature:** \_\_\_\_\_