

## **Privacy Policy pursuant to arts 13 and 14 of EU Regulation 2016/679**

This document was drawn up pursuant to arts. 13 and 14 of EU Regulation 2016/679 (hereinafter referred to as “**GDPR**”) in order to inform you about our privacy policy with regards to the processing of your personal information (“**Personal Data**”), which is collected when surfing our website (the “**Website**”) and using the online customer portal and related services (all together the “**Customer Portal**”) of Park Place Technologies (hereinafter “Park Place Technologies” or “**we**” or the “**Data Controller**”) with registered offices in 6 Mitre Passage, London, SE10 OER.

According to the rules of the GDPR, the processing carried out by Park Place Technologies will be based on the principles of lawfulness, fairness, transparency, purpose and storage limitation, data minimisation, accuracy, integrity and confidentiality.

### **1. The Data Controller**

The Data Controller of the personal data is Park Place Technologies, as defined above. For any information regarding the processing of the personal data by Park Place Technologies, please write to the following e-mail address: [dataprivacy@parkplacetech.com](mailto:dataprivacy@parkplacetech.com).

### **2. Personal data processed, purposes of the processing, legal bases, and related data retention**

#### **2.1. Visit of the Website**

When you visit the Website, we collect and process your Personal Data in the following circumstances and for the following purposes:

##### **(a) Browsing Data**

When you visit the Website, the browser on your device automatically sends information to the server on our Website. This information is temporarily stored in a log file. The following information is recorded without your intervention and stored until it is automatically deleted (generally this data will be deleted after 7 days):

- IP address of the requesting device,
- Device identifier,
- Date and time of access,
- Name and URL of the retrieved file,
- Website from which access is made (referrer URL),
- The browser used and, if applicable, the operating system of your computer as well as the name of your access provider.

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The above data will be processed by us for the legitimate interests set out below (Art. 6(1)(f) GDPR):

- To ensure a smooth connection of the website,
- To ensure comfortable use of our website,
- To evaluate system security and stability, and
- For other administrative purposes.

Under no circumstances do we use the data collected for the purpose of drawing conclusions about you personally.

In addition, we use cookies and other analysis tools (incl. tracking technologies) when you visit our Website. You will find more detailed explanations under Section 5 of this Privacy Policy.

### **(b) When requesting a quote**

If you want to request a quote, we offer you the opportunity to contact us using a contact form provided on the Website. In this case, we will process the following Personal Data, so that we know who sent the request and can respond to it:

- Your name,
- The company's name,
- A valid e-mail address.

In addition, you can also decide to voluntarily, provide your phone number as further way of communication.

These Personal Data will be processed in order to give you a quote. Our legal basis for this processing is so we can take the steps required in order to enter into any potential contract with you (Art. 6(1)(b) GDPR). In these cases, you don't need to provide your Personal Data, but if you decide not to, we won't be able to properly respond to your requests.

The personal data collected by us for the use of the contact form will be automatically deleted after your request has been processed.

### **(c) When using our contact form**

If you have any questions, we offer you the opportunity to contact us using the contact form provided on the Website. In this case, we will process the following Personal Data:

- Your name,
- The company's name,
- A valid e-mail address.

Further information such as your Country, the postal code and your phone number can be provided voluntarily.

These Personal Data will be processed to properly manage the request and respond to it. Our legal basis for this processing is so we can take the steps at your request (Art. 6(1)(b) GDPR). In these cases, you don't need to provide your Personal Data, but if you decide not to, we won't be able to properly respond to your questions.

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The personal data collected by us for the use of the contact form will be automatically deleted after your request has been processed.

**(d) When using our chatbot function**

On our website you can submit your questions about our product and services to the Chatbot, which can provide real-time personalized answers to your requests and direct you to the most appropriate point of contact for additional support.

When you interact with the chatbot, we will collect any of your Personal Data that you choose to include in the prompts or requests you submit to the chatbot.

To provide you with the answers and solutions best suited to your requests and ensure comfortable use of our chatbot function, we may also process the following Personal Data about you:

- IP address of the requesting device
- Website page URL you are on
- URL of the website from which access is made (referrer URL)
- Country
- Zip code
- Number of website visits
- Number of days since last visit
- Type of device (e.g. mobile, desktop, tablet)
- User time and actions on the website pages
- Your personal data already held in our systems (e.g. your first and last name, job position, company you work for, contact data)
- Additional details collected through cookies: for more information about the cookies we use, and how we use them, see section 5 – *Cookies* below.

Finally, if you interact with our chatbot, we may also collect personal data related to you from third-party providers, to allow our chatbot to further customize its responses to your prompts. In particular:

THIRD-PARTY PROVIDER	INFORMATION NOTICE
SLI Technologies, Inc. (“ <b>Adapt.io</b> ”)	Adapt.io’s privacy notice may be found at the following address: <a href="https://www.adapt.io/privacy.htm">https://www.adapt.io/privacy.htm</a> .
API Hub, Inc. (“ <b>Clearbit</b> ”)	Clearbit’s privacy notice may be found at the following address: <a href="https://clearbit.com/privacy-policy">https://clearbit.com/privacy-policy</a> . You can also file an opt-out or deletion request directly to Clearbit, by using the functions at the following link: <a href="https://preferences.clearbit.com/privacy">https://preferences.clearbit.com/privacy</a> .
Demandbase, Inc. (“ <b>Demandbase</b> ”)	Demandbase’s privacy notice may be found at the following address: <a href="https://www.demandbase.com/privacy/">https://www.demandbase.com/privacy/</a> . You can also file an opt-out or deletion request directly to Demandbase, by using the functions at the following link: <a href="https://www.demandbase.com/privacy-center.html">https://www.demandbase.com/privacy-center.html</a> .
5×5 US, Llc. (“ <b>5x5</b> ”)	5×5’s privacy notice may be found at the following address: <a href="https://5x5coop.com/privacy-center/">https://5x5coop.com/privacy-center/</a> .
G2.com, Inc. (“ <b>G2</b> ”)	G2’s privacy notice may be found at the following address: <a href="https://legal.g2.com/privacy-policy">https://legal.g2.com/privacy-policy</a> . You can also file an opt-out or deletion request directly to G2, by using the functions at the following link: <a href="https://legal.g2.com/privacy-request">https://legal.g2.com/privacy-request</a> .

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We process these Personal Data based on your consent (Art. 6(1)(a) GDPR), which you can provide when first interacting with the chatbot on our website.

As you are only allowed to consent for the use of your own Personal Data, as a rule, please make sure you do not provide to us any personal data relating to other individuals. Otherwise, please be advised that you will assume all liabilities with respect to any personal data concerning other individuals you share with us.

Using the chatbot does not require you to provide any of your sensitive information (referred to in Art. 9(1) GDPR, such as Personal Data concerning your health, political opinion or religious belief) so please do not share any of that information when you make a request to the chatbot.

Personal data collected to allow you to use our chatbot function will be processed for as long as you use it and subsequently stored for 2 years or until you withdraw your consent, if sooner. You can withdraw your consent by sending an email to [dataprivacy@parkplacetech.com](mailto:dataprivacy@parkplacetech.com).

Following your requests to our chatbot, we may contact you to provide information about our products and services. For more information on the processing activities carried out for marketing purposes and related legal bases, please consult our Privacy Notice on Direct Marketing (available [here](#)).

### **(e) When applying for a job vacancy**

Our website further offers the opportunity to apply for job vacancies. For more information on the processing activities carried out in this context and related legal bases, please consult the Information Notice available when you click on “Apply now” in the Website’s “Careers” section.

### **(f) When subscribing to EOSL newsletter**

When you subscribe to the EOSL newsletter, we collect and process your Personal Data to provide this service.

Our legal basis for such processing is to fulfil our contractual obligations (Art. 6(1)(b) GDPR) and provide you with ESOL updates. In these cases, you don’t need to provide your Personal Data, but if you decide not to, we won’t be able to send you the EOSL newsletter.

## **2.2. Use of the Customer Portal**

When you use the Customer Portal we collect and process your Personal Data in the following circumstances and for the following purposes:

### **(a) Registration to the Customer Portal**

When registering to the customer portal, we collect the following Personal Data:

- Name and surname,
- E-mail address and account number,
- Company’s name.

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These Personal Data will be processed in order to provide you with access to the Customer Portal and for us to therefore perform our contractual obligations to you (Art. 6(1)(b) GDPR). In these cases, you don't need to provide your Personal Data, but if you decide not to, we won't be able to register you to the customer portal.

Personal data collected to allow you to register to the customer portal will be stored as long as you are registered to the Customer Portal and subsequently for 2 years.

### **(b) Use of the Customer Portal**

When using the Customer Portal, you can provide further Personal Data on a voluntarily basis. Such data may include account information, company contact Personal Data, or payment information.

You will further have access to other information that might include Personal Data such as your concluded contracts, scheduled assets or service tickets.

Such Personal Data is processed in order to fulfil our obligations under the respective service agreement (Art. 6(1)(b) GDPR).

We retain your personal data for the duration of the service contract. The retention period might be longer in case other obligations oblige us to keep your data.

### **2.3. Marketing activities**

For more information on the processing activities carried out for marketing purposes and related legal bases, please consult our Privacy Notice on Direct Marketing (available [here](#)).

### **2.4. Use for Corporate Transactions**

We may process the above Personal Data in connection with or during negotiations of any proposed or actual merger, purchase, sale, joint venture, or any other type of acquisition or business combination of all or any portion of Park Place Technologies, or transfer of all or a portion of Park Place Technologies' business to another company ("**Corporate Transaction**") for our legitimate interests (Art. 6(1)(f) GDPR). Our legitimate interest is to transfer our assets, including the Personal Data we hold, to such third party. Where appropriate, we will anonymize your Personal Data beforehand.

### **2.5. Compliance activities**

When we collect your Personal Data for one of the purposes mentioned above, we may be required to store it for a certain amount of time, or report it to official authorities, because we are legally required to do so. This may be the case, for example, where we are required to retain or report your Personal Data to official authorities in order to meet tax, customs or other legal obligations.

We only handle your Personal Data where this is strictly necessary to comply with our legal obligations (Art. 6(1)(c) GDPR).

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### **2.6. Prevention of misuse/fraud**

We can analyse the browsing data and other information collected on how you and others use our website, in order to ensure the security of our Website, as well as detect and prevent any misuse of our Website.

We use your Personal Data in this manner because we have a legitimate interest in ensuring the security of our website and preventing the use of our website for potentially criminal purposes (Art. 6(1)(f) GDPR).

### **3. Recipients of Personal Data**

Your personal data may be shared with other following people/entities (“**Recipients**”):

- People, companies or firms that provide us with advice and consultancy concerning accounting, administrative, legal, tax, financial and debt collection matters in connection to our services.
- Entities that help us provide our services, such as hosting providers and email platform providers.
- People we authorise to carry out technical maintenance (such as maintenance of network equipment and electronic communications networks);
- People we authorize to process Personal Data in order to perform activities that are related to the provision of our services, like our employees. These people are under legally binding confidentiality obligations.
- Other companies within the Park Place Technologies Group;
- Public entities, bodies or authorities with whom we share personal data, when strictly required by law (such as local tax, customs or law enforcement authorities).

### **4. Transfer of Personal Data**

Since we are a global Group with presence in many countries, your Personal Data may be transferred to recipients in multiple countries. We genuinely care about your privacy and for that reason we have implemented appropriate safeguards to protect your information when it is transferred. Some of these safeguards include adequacy decisions of the European Commission, standard data protection clauses adopted by the European Commission, or other safeguards or conditions that are considered adequate to the relative transfer of data.

### **5. Cookies**

#### **1) General**

This Website uses cookies. Cookies are small text files that the sites visited send to you and store on your computer or mobile device, and which will be returned to these same sites on each new visit. Thanks to these cookies, the Website remembers your actions and preferences (for example connection data, preferred language, font dimensions, other display settings, etc.) so that you do not have to need to specify them again when you return to the Website or consult another page on the same Website.

Cookies are used for electronic authentication, session monitoring and the storage of information on the activities of users visiting the Website. They may also contain a unique identifier allowing a system to monitor your browsing activities on the Website, for statistical or advertising purposes. When You visit a site, you may also receive cookies on your computer or mobile device from other sites or servers (third-party cookies). Certain operations may be impossible to perform without the use of cookies, which in some cases are technically necessary for the proper functioning of the Website.

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There are different types of cookies and similar tracking tools (such as, but not limited to, web beacons, pixels, fingerprinting, etc.), also depending on their characteristics and functions, the duration of storage on your computer or mobile device.

For the purposes referred to in this section of the Privacy Policy, any reference to cookies must also refer to similar tracking tools.

Session cookies are automatically deleted when you close your browser, while persistent cookies remain on your device until a preprogrammed expiration date.

Prior explicit consent is not required for “strictly necessary cookies”, i.e., those used for the sole purpose of carrying out the transmission of a communication over an electronic communications network, or as strictly necessary to provide a service explicitly requested by the user. In other words, cookies which are indispensable for the operation of the Website or to perform tasks requested by the user do not need your prior consent to be installed. On the other hand, “non-essential cookies” – i.e., cookies used to help Park Place Technologies to improve the Website by collecting and reporting information on how the users use it, to create users’ profiles and to send targeted advertisements in line with the preferences revealed by users while browsing websites – require your specific consent.

This website uses the Google Tag Manager, a service provided by Google Inc. (<https://www.google.de/intl/de/about/>, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; hereinafter “Google”). Google Tag Manager is a solution that allows us to manage our Website tags and cookies through a single interface. The Google Tag Manager itself (which implements the tags) is a cookieless domain and does not collect any personal data. The tool triggers other tags and cookies, which may collect data. Google Tag Manager does not access this data. If cookies or tags have been deactivated (see below) at the domain or cookie level, it will remain in effect for all tags and cookies implemented with Google Tag Manager.

### **2) How to manage preferences and provide or withdraw consent**

We use the services of OneTrust, LLC (London, UK) for the management of cookies on our Website. Our Website is configured in a way to only allow the placement of non-essential cookies if you accept their placement via our cookie banner. You have the option to accept all cookies, reject all cookies which are not necessary for the functioning of the Website, or to decide for single cookies to be in place. You can revoke your consent by following the opt-out options described below or using the respective setting option provided by OneTrust.

You can authorize, block or delete cookies through the specific functions of your browser.

For more information on how to set preferences on the use of cookies through your browser, it is possible to consult these instructions:

- [Internet Explorer](#)
- [Firefox](#)
- [Chrome](#)
- [Safari](#)
- [Microsoft Edge](#)

To find information relating to other browsers, visit the browser developer's website.

### **3) Cookie Overview**

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The following gives an overview on the cookies we use when visiting our Website:

### Strictly Necessary Cookies

<u>Cookie Name</u>	<u>Description</u>	<u>Storage Time</u>	<u>Provider</u>
cookietest	Common cookie name could have a number of different origins. Where this is first party and a session cookie, its most likely to do with checking to see if the browser is set to block or allow cookies. Common cookie name could have a number of different origins. Where this is first party and a session cookie, its most likely to do with <del>checking</del>	0 Days	www.parkplacetechnologies.com
	to see if the browser is set to block or allow cookies.		
BIGipServersj31web-nginx-app_https	This cookie name is associated with the BIG-IP product suite from company F5. Usually associated with managing sessions on load balanced servers, to ensure user requests are routed consistently to the correct server. The common root is BIGipServer most commonly followed by a domain name, usually the one that it is hosted <del>on but not always</del>	0 Days	uptime.parkplacetechnologies.com
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	364 Days	www.parkplacetechnologies.com
dTVValidationCookie	This dTVValidationCookie is used to determine the top-level domain and to decide whether the RUM JavaScript should be deactivated for cost and traffic control or overload prevention.	0 Days	gartner.com



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connect.sid	<p>This is used for user sessions and is strictly necessary for the Community. Session cookies allow websites to remember users within a website when they move between web pages. These cookies tell the server what pages to show the user so the user doesn't have to remember where they left off or start navigating the site all over again. Therefore, without session cookies, websites have no memory. Without these cookies users would not be able to do simple activities like login, post, etc. on</p>	0 Days	www.gartner.com
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	the Community hence they are strictly necessary.		
OptanonAlertBoxClosed	This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and in some cases only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a one year lifespan and contains no personal information.	364 Days	www.parkplacetechnologies.com
OptanonConsent	This cookie is set by the cookie compliance solution from OneTrust. It stores information about the categories of cookies the site uses and whether visitors have given or withdrawn consent for the use of each category. This enables site owners to prevent cookies in each category from being set in the users browser, when consent is not given. The cookie has a normal lifespan of one year, so that returning visitors to the site will have their preferences remembered. It contains no information that can identify the site visitor.	364 Days	parkplacetechnologies.com
cf_use_ob	This cookie is associated with sites using CloudFlare. It is used to improve page load times and to override any security restrictions based on the visitors IP address. It does not contain any user identification information.	0 Days	uptime.parkplacetechnologies.com
_dc_gtm_UA-xxxxxxx	This cookie is associated with sites using Google Tag Manager to load other scripts and code into a page. Where it is used it may be regarded as Strictly Necessary as without it, other scripts may not function correctly. The end of the name is a unique number which is also an identifier for an associated Google Analytics account.	0 Days	parkplacetechnologies.com
__cf_bm	The cf_bm cookie is a cookie necessary to support	0 Days	uptime.parkplacetechnologies.com

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	<p>Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.</p> <p>This is a CloudFoundry cookie</p>		
OptanonAlertBoxClosed	<p>This cookie is set by websites using certain versions of the cookie law compliance solution from OneTrust. It is set after visitors have seen a cookie information notice and, in some cases, only when they actively close the notice down. It enables the website not to show the message more than once to a user. The cookie has a normal lifespan of one year and contains no personal information.</p>	364 Days	parkplacetechnologies.com
_cfuvid	<p>The _cfuvid cookie is used by Cloudflare to distinguish individual users who share the same IP address for the purpose of enforcing rate limiting rules.</p>	0 Days	gartner.com

### Performance Cookies

<u>Cookie Name</u>	<u>Description</u>	<u>Storage Time</u>	<u>Provider</u>
dtCookie	<p>This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.</p>	0 Days	gartner.com
__cf_bm	<p>The cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.</p> <p>This is a CloudFoundry cookie</p>	0 Days	g2crowd.com

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_clsk	Used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording.	0 Days	parkplacetechnologies.com
datadome	DataDome is a bot protection service that may use cookies to distinguish between legitimate users and bots. It is used to protect websites from scraping, fraud, and other types of automated abuse.	364 Days	g2.com
_clck	This cookie is related to Microsoft Clarity analytics service. It is used to collect information about how visitors interact with the website, which helps in creating reports and improving the site.	364 Days	parkplacetechnologies.com
_g2_session_id	The ga_session_id cookie in Google Analytics 4 (GA4) is an event parameter that contains a timestamp of when a user's session on a website begins.	0 Days	g2.com
_gat_UA-	This is a pattern type cookie set by Google Analytics, where the pattern element on the name contains the unique identity number of the account or website it relates to. It appears to be a variation of the _gat cookie which is used to limit the amount of data recorded by Google on high traffic volume websites.	0 Days	parkplacetechnologies.com
__cf_bm	The cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots. This is a CloudFoundry cookie	0 Days	g2.com
dtPC	This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.	0 Days	gartner.com
_session_id	This cookie creates an interim session ID used as an in-session user ID.	13 Days	tracking.g2crowd.com
_gat	This cookie name is associated with Google Universal Analytics, according to documentation it is used to throttle the request rate - limiting the collection of data on high traffic sites. It expires	0 Days	parkplacetechnologies.com

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	after 10 minutes.		
_clsk	Used by Microsoft Clarity to connect multiple page views by a user into a single Clarity session recording.	0 Days	www.parkplacetechnologies.com
_ga_XXXXXXXXXX	NAUsed by Google Analytics to identify and track an individual session with your device.	729 Days	parkplacetechnologies.com
_mkto_trk	This cookie is associated with an email marketing service provided by Marketo. This tracking cookie allows a website to link visitor behaviour to the recipient of an email marketing campaign, to measure campaign effectiveness.	729 Days	parkplacetechnologies.com
_uetvid	This is a cookie utilised by Microsoft Bing Ads and is a tracking cookie. It allows us to engage with a user that has previously visited our website.	389 Days	parkplacetechnologies.com
cookietest	Common cookie name could have a number of different origins. Where this is first party and a session cookie, its most likely to do with checking to see if the browser is set to block or allow cookies.Common cookie name could have a number of different origins. Where this is first party and a session cookie, its most likely to do with checking to see if the browser is set to block or allow cookies.	0 Days	www.clickcease.com
events_distinct_id	The events_distinct_id cookie is associated with tracking user behavior on a website, often used by analytics platforms like Mixpanel.	0 Days	www.g2.com
_gclxxxx	Google conversion tracking cookie	89 Days	parkplacetechnologies.com
_gid	This cookie name is associated with Google Universal Analytics. This appears to be a new cookie and as of Spring 2017 no information is available from Google. It appears to store and update a unique value for each page visited._gid	0 Days	parkplacetechnologies.com
_ga	This cookie name is associated with Google Universal Analytics - which is a significant update to Google's more commonly used analytics service. This cookie is used to distinguish unique users by assigning a randomly generated number as a client identifier. It is included in each page request in a site and used to calculate visitor, session and campaign data for the sites analytics reports. By default it is set to expire after 2 years, although this is customisable by website owners._ga	729 Days	parkplacetechnologies.com
AWSALBCORS	This cookie is managed by AWS and is used for load balancing.	6 Days	www.g2.com

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_cf_bm	<p>The cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots.</p> <p>This is a CloudFoundry cookie</p>	0 Days	techtarget.com

### Targeting Cookies

<b><u>Cookie Name</u></b>	<b><u>Description</u></b>	<b><u>Storage Time</u></b>	<b><u>Provider</u></b>
lidc	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	0 Days	linkedin.com
_ssc	The _ssc cookie is commonly used for session tracking and analytics purposes on websites. It is often associated with tracking user behavior, such as page views, clicks, and interactions with site elements. This	1 Days	t.tailtarget.com
VISITOR_INFO 1_LIVE	This cookie is set by Youtube to keep track of user preferences for Youtube videos embedded in sites;it can also determine whether the website visitor is using the new or old version of the Youtube interface.	179 Days	youtube.com
u	The u cookie is often associated with user tracking and session management, typically used by websites to store unique identifiers for users. This cookie can help websites recognize returning visitors, maintain user sessions, and personalize user experiences by remembering preferences or settings.	364 Days	t.tailtarget.com
dpm	Adobe Audience Manager - data management platform uses this cookie to record information around synchronisation of IDs.	179 Days	dpm.demdex.net
B	This cookie is owned by Yahoo. The main business activity is: Search / Advertising	365 Days	yahoo.com
lidid	This cookie is owned by liadm.com. The company provides a range of marketing and advertising services.	729 Days	liadm.com
__ioxxxxxxxxxxx xxxx	The ioxxxxxxxxxxxxxxxx cookie is typically used for tracking and analytics on websites. The prefix io suggests it may be related to a specific service or platform that focuses on	364 Days	bfmio.com

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	user interactions and behavior analysis.		
dmxId	This cookie is set by Dmxleo. This cookie is used for collecting the information on how the visitors interact with the videos on the website. This information is analysed for making the video content more relevant.	300 Days	dmxleo.com
ljt_reader	Collects data related to reader interests, context, demographics and other information on behalf of the Lijit platform.	364 Days	lijit.com
centro	The centro cookie is often associated with analytics and tracking on websites, typically used to gather data about user behavior and interactions. This cookie can help website owners understand how users navigate their site, what content they engage with, and how to optimize the user experience.	13 Days	exchange.mediavine.com
TapAd_3WAY_SYNC	The TapAd_3WAY_SYNC cookie is associated with Tapad, a marketing technology company that focuses on cross-device tracking and advertising. This cookie is used to facilitate the synchronization of user identifiers across different devices, allowing advertisers to create a unified profile for users based on their interactions across multiple devices and platforms.	59 Days	tapad.com
UID	This cookie provides a uniquely assigned, machine-generated user ID and gathers data about activity on the website. This data may be sent to a 3rd party for analysis and reporting.	29 Days	ads.stickyadstv.com
CMID	These cookies are linked to advertising and tracking the products users were looking at.	364 Days	casalemedia.com
TESTCOOKIES_ENABLED	TESTCOOKIES_ENABLED Used to track user's interaction with embedded content.	0 Days	www.youtube.com
CMPRO	These cookies are linked to advertising and tracking the products users were looking at.	89 Days	casalemedia.com
_rxuuid	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	364 Days	1rx.io
_cc_dc	This domain is owned by Lotame. The main business activity is: Data Management Platform - Targeting /Advertising	269 Days	crwdcntrl.net

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cf_clearance	Used to verify user is not a bot; user/system has solved a challenge successfully	364 Days	g2.com
i	The i cookie is often used for session management and user tracking on various websites. It typically stores a unique identifier for the user, allowing the site to recognize returning visitors and maintain user sessions as they navigate through different pages.	364 Days	openx.net
demdex	This cookie helps Adobe Audience Manger perform basic functions such as visitor identification, ID synchronization, segmentation, modeling, reporting, etc.	179 Days	demdex.net
tv_UIDM	tv_UIDM cookies are placed by DemandBase. They are used for target ads, cross-device tracking, analytics, and reporting.	730 Days	tremorhub.com
audience	An audience cookie is a small file that collects information about a user's online activity and behavior to help advertisers target specific users.	365 Days	spotxchange.com
fr	The cookie "fr" is used for ad delivery or retargeting.	89 Days	facebook.com
__cf_bm	The cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots. This is a CloudFoundry cookie	0 Days	linkedin.com
obuid	This cookie is used to hold an anonymous user's ID. IT is used for tracking user actions.	89 Days	outbrain.com
SRM_B	This is a Microsoft MSN 1st party cookie that ensures the proper functioning of this website.	389 Days	c.bing.com
VISITOR_PRIVACY_METADATA	The VISITOR_PRIVACY_METADATA cookie is used by YouTube to track and store a user's privacy settings.	179 Days	youtube.com
am_tokens	An "am_tokens" cookie is a small piece of data, or text, that a website sends to a user's browser to store information about the user's visit.	13 Days	exchange.mediavine.com
bito	This cookie is generally provided by bidr.io and is used for advertising purposes.	394 Days	bidr.io
_rlsnc	The _rlsnc cookie is often associated with tracking and analytics on websites. Its primary function is to gather data about user interactions and behavior, helping site owners	0 Days	retargetly.com



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	understand how users engage with their content.		
ARRAffinitySameSite	This cookie is set by Windows Azure cloud, and is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	0 Days	p-cp-client-app-use2.azurewebsites.net
drift_aid	This is the anonymous identifier token. It is used to tie the visitor on your website with the profile within the Drift system. This allows Drift to remember the information that this site visitor has provided through the chat on subsequent site visits.	729 Days	www.parkplacetechnologies.com
rxVisitor	This cookie is used to store an anonymous ID for the user to correlate across sessions on the world service.	0 Days	gartner.com
	Unknown	0 Days	www.facebook.com
centro	The centro cookie is typically associated with analytics and tracking, often used by websites to gather data about user interactions. This cookie helps website owners understand user behavior, such as which pages are visited, how users navigate through the site, and what content they engage with.	13 Days	outbrain.com
CMPS	These cookies are linked to advertising and tracking the products users were looking at.	89 Days	casalemedia.com
eyeblander	The eyeblander cookie is associated with advertising and tracking, particularly in the context of online marketing campaigns. Eyeblander (now known as Innovid) is a platform that facilitates video advertising and interactive ad experiences.	0 Days	serving-sys.com
anProfile	The anProfile cookie is often associated with analytics and user profiling on websites. It is typically used to store information about user behavior and preferences, allowing website owners to create a more personalized experience based on individual user interactions.	179 Days	pro-market.net
_gcl_au	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services	89 Days	parkplacetechnologies.com
SERVERID	Usually used for load balancing. Identifies the server that delivered the last page to the browser. Associated with the HAProxy Load Balancer software.	0 Days	eyeota.net

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MSPTC	The MSPTC cookie is typically associated with Microsoft and is used for tracking user sessions and preferences across Microsoft services. This cookie may help manage user authentication, maintain sessions, and gather analytics data related to user interactions with Microsoft products or services.	389 Days	bing.com
UserMatchHistory	This cookie is used to track visitors so that more relevant ads can be presented based on the visitor's preferences.	29 Days	linkedin.com
_fbp	Used by Facebook to deliver a series of advertisement products such as real time bidding from third party advertisers	89 Days	parkplacetechnologies.com
drift_campaign_refresh	This is the session identifier token. It is used to tie the visitor on your website with a current website session within the Drift system. This is enables session-specific features, such as popping up a messaging only once during a 30 minute session as to prevent a disruptive experience.	0 Days	js.drifft.com
bitoIsSecure	The bitoIsSecure cookie is typically associated with security and session management for websites, particularly in the context of online transactions and sensitive data handling. This cookie is used to determine whether a connection is secure (i.e., using HTTPS) and can help prevent potential security vulnerabilities.	394 Days	bidr.io
drift_campaign_refresh	This is the session identifier token. It is used to tie the visitor on your website with a current website session within the Drift system. This is enables session-specific features, such as popping up a messaging only once during a 30 minute session as to prevent a disruptive experience.	0 Days	www.parkplacetechnologies.com
a309017	The a309017 cookie appears to be a less common or potentially proprietary cookie, and its specific function can vary depending on the website or service that sets it.	61 Days	spotim.market
fluid	The fluid cookie is often associated with tracking and session management, particularly on websites that utilize user authentication or personalization features.	89 Days	3lift.com
am_tokens_eu-v1	The am_tokens_eu-v1 cookie is typically associated with user authentication and session	13 Days	exchange.mediavine.com

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	management, particularly for websites that need to comply with European Union regulations, such as GDPR.		
MUID	This cookie is widely used by Microsoft as a unique user identifier. It can be set by embedded Microsoft scripts. Widely believed to sync across many different Microsoft domains, allowing user tracking.	389 Days	bing.com
stx_user_id	This cookie is used for analytics, multivariate testing, and site optimisation.	364 Days	sharethrough.com
A3	The A3 cookie is commonly associated with advertising and tracking. It is often used by various online advertising networks to collect information about user behavior and preferences across different websites. This helps advertisers target users with personalized ads based on their browsing habits.	365 Days	yahoo.com
INGRESSCOOKIE	The INGRESSCOOKIE is the default name of the cookie created by the Nginx Ingress Controller. The cookie is used to route requests to the same pod in a Kubernetes Ingress resource.	0 Days	bh.contextweb.com
mv_tokens_eu-v1	mv_tokens_eu-v1 sets a unique token for the visitor, that allows third party advertisers to target the visitor with relevant advertisement.	13 Days	exchange.mediavine.com
AnalyticsSyncHistory	The AnalyticsSyncHistory cookie is a third-party cookie that tracks and stores visits across websites.	29 Days	linkedin.com
_ssuma	The _ssuma cookie is typically associated with session tracking and analytics. It is often used to store information about user interactions with a website, helping the site to track user behavior over a session.	29 Days	sitescout.com
__cf_bm	The cf_bm cookie is a cookie necessary to support Cloudflare Bot Management, currently in private beta. As part of our bot management service, this cookie helps manage incoming traffic that matches criteria associated with bots. This is a CloudFoundry cookie	0 Days	gartner.com
mako_uid	This domain is owned by Eyeota, a global company specializing in audience data to enable targeting of advertising based on visitor profiling.	364 Days	eyeota.net
sc_anonymous_id	This cookie allows users to embed files or other content onto the website, this function can be limited to specific visitors.	3649 Days	soundcloud.com

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drift_aid	This is the anonymous identifier token. It is used to tie the visitor on your website with the profile within the Drift system. This allows Drift to remember the information that this site visitor has provided through the chat on subsequent site visits.	729 Days	js.drifft.com
cf_clearance	Used to verify user is not a bot; user/system has solved a challenge successfully	364 Days	gartner.com
UID_EXT_xx	This domain is owned by Undertone. The main business activity is: Digital advertising services	365 Days	undertone.com
lkqdidts	The lkqdidts cookie is associated with tracking and analytics, specifically related to user engagement on websites. This type of cookie is used to collect information about user behavior, such as the pages visited, interactions made, and the duration of visits.	364 Days	lkqd.net
pid	This cookie lets website visitors use Twitter-related features from within the web page they are visiting.	395 Days	smartadserver.com
lang	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.	0 Days	linkedin.com
_uetsid	This cookie is used by Bing to determine what ads should be shown that may be relevant to the end user perusing the site.	0 Days	parkplacetechnologies.com
PugT	This cookie is generally provided by pubmatic.com and is used for advertising purposes.	29 Days	pubmatic.com
sessionId	This is a very generic cookie name that may have different purposes on different sites, but generally it will be some kind of anonymous session identifier.	0 Days	ads.stickyadstv.com
_cc_id	This domain is owned by Lotame. The main business activity is: Data Management Platform - Targeting /Advertising	269 Days	crwdcntrl.net
bscookie	Used by the social networking service, LinkedIn, for tracking the use of embedded services.	730 Days	www.linkedin.com
u2	This cookie collects information regarding the website visitor's navigation throughout the site and the	89 Days	serving-sys.com

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	efficacy of the advertisements shown to the visitor during their navigation.		
test_cookie	This cookie is set by DoubleClick (which is owned by Google) to determine if the website visitor's browser supports cookies.	0 Days	doubleclick.net
__181_cid	The 181_cid cookie is typically used for tracking and analytics purposes. It is often associated with user identification, helping websites recognize returning visitors and manage user sessions.	364 Days	bfmio.com
PUBMDCID	This cookie is generally provided by pubmatic.com and is used for advertising purposes.	89 Days	pubmatic.com
TS01xxxxxxxx	The TS01xxxxxxxx cookie is typically used as part of session management and security measures on websites, particularly those that utilize load balancing or are behind a web application firewall (WAF).	0 Days	apt.techtarget.com
opt_out	An opt-out cookie is a cookie that prevents a website from installing third-party cookies on a user's browser. Opt-out cookies are site-specific, meaning they can only block cookies from a specific server.	364 Days	postrelease.com
_cc_aud	This domain is owned by Lotame. The main business activity is: Data Management Platform - Targeting /Advertising	269 Days	crwdcntrl.net
ssi	A secure cookie, also known as an SSL cookie, is an HTTP cookie that is only transmitted over an encrypted HTTPS connection (SSL/TLS).	364 Days	sitescout.com
lang	There are many different types of cookies associated with this name, and a more detailed look at how it is used on a particular website is generally recommended. However, in most cases it will likely be used to store language preferences, potentially to serve up content in the stored language.	0 Days	ads.linkedin.com
uuid2	This domain is owned by AppNexus Inc. The company provides a range of online advertising technology and services.	89 Days	adnxs.com
APID	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	365 Days	advertising.com
IDSYNC	This cookie carries out information about how the end user uses the	364 Days	analytics.yahoo.com

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	website and any advertising that the end user may have seen before visiting the said website.		
uid-bp-xxxxx	This domain is owned by StickyAdsTV, a French company providing online video advertising services.	59 Days	ads.stickyadstv.com
OAID	Associated with the OpenX banner advertising platform for publishers. Records whether specific ads have been displayed. Reportedly used for performance only rather than user targeting. As a first party cookie it cannot be used to track across domains.	29 Days	adswizz.com
d7s_dc	The d7s_dc cookie is typically associated with data collection or tracking on websites, often related to user interactions for analytics purposes. This cookie is used to gather information about user behavior, such as page views, clicks, and other engagement metrics.	365 Days	c.deployads.com
csync	Optimises the visualisation of ads according to combined user movement and various campaigns	395 Days	smartadserver.com
_cc_cc	This domain is owned by Lotame. The main business activity is: Data Management Platform - Targeting /Advertising	0 Days	crwdcntrl.net
rxvt	This cookie is used to store two timestamps to determine session length and the end of a session.	0 Days	gartner.com
TapAd_TS	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website. TS	59 Days	tapad.com
OT2	The ot2 cookie is used by analytics and marketing platforms, such as those employed by online advertising networks, to track user behavior, manage session data, or store preferences for personalized marketing.	89 Days	serving-sys.com
bcookie	This is a Microsoft MSN 1st party cookie for sharing the content of the website via social media.	364 Days	linkedin.com
_rlid	This cookie is placed on a machine to record aspects such as acceptance of cookie policy to provide with an audit trail.	179 Days	retargetly.com
OT_1073745071	The OT_1073745071 cookie is associated with OneTrust, a platform	0 Days	bs.serving-sys.com

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	used by websites to manage user consent for cookies and ensure compliance with privacy regulations like GDPR and CCPA.		
dtCookie	This cookie name is associated with, software from Dynatrace, an application performance management (APM) software company. Their software manages the availability and performance of software applications and the impact on user experience in the form of deep transaction tracing, synthetic monitoring, real user monitoring, and network monitoring.	0 Days	dynatrace.com
In_or	This is a LinkedIn cookie used to determine if Oribi analytics can be carried out on a specific domain	0 Days	snap.licdn.com
li_gc	The li_gc cookie is a LinkedIn cookie used to store consent information related to the General Data Protection Regulation (GDPR) for users in the European Economic Area (EEA).	179 Days	linkedin.com
_ljtrtb_16	The _ljtrtb_16 cookie is less common and may be associated with specific, possibly custom, tracking or advertising technologies.	364 Days	lijit.com
ARRAffinity	This cookie is set by websites run on the Windows Azure cloud platform. It is used for load balancing to make sure the visitor page requests are routed to the same server in any browsing session.	0 Days	p-cp-client-app-use2.azurewebsites.net
TapAd_DID	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	59 Days	tapad.com
tuuid	This cookie is mainly set by bidswitch.net to make advertising messages more relevant to the website visitor.	729 Days	company-target.com
tuuid_lu	This cookie is usually provided by bidswitch.net and is used for advertising purposes.	729 Days	company-target.com
_rxuuid	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	364 Days	targeting.unrulymedia.com
tvid	The tvid cookie is associated with tracking unique user identifiers for analytics or advertising purposes.	365 Days	tremorhub.com
li_sugr	The "li_sugr" cookie is a LinkedIn cookie that tracks a user's identity and	89 Days	linkedin.com

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	behavior to personalize the website and ads.		
KRTBCOOKIE_xxxx	This cookie is used to correlate IDs with those of Pubmatic partners (such as demand side platform clients or other advertising technology companies). Pubmatic passes information stored by the partner in this cookie to the partner when it is considering whether to purchase advertisements. This enables the partner to make better decisions about whether to display an advertisement to you.	89 Days	pubmatic.com
checkForPermission	A "checkForPermission" cookie is a persistent cookie that determines if a user has accepted a website's cookie consent box.	0 Days	bidr.io
driftt_aid	This is the anonymous identifier token. It is used to tie the visitor on your website with the profile within the Drift system. This allows Drift to remember the information that this site visitor has provided through the chat on subsequent site visits.	729 Days	www.parkplacetechnologies.com
anj	This cookie contains data denoting whether a cookie ID is synced with an AppNexus partner.	89 Days	adnxs.com
u	A u cookie is a type of browser cookie that tracks unique identifiers to collect user data, often for targeted advertising or personalized content.	364 Days	agkn.com
MR	This is a Microsoft MSN 1st party cookie which we use to measure the use of the website for internal analytics.	6 Days	c.bing.com
lkqdid	An lkqdid cookie is a cookie that identifies a user's device's physical location and operating system.	364 Days	lkqd.net
vmuid	Used widely by Microsoft as a unique user ID. The cookie enables user tracking by synchronising the ID across many Microsoft domains.	61 Days	spotim.market
ab	This cookie is generally provided by agkn.com and is used for advertising purposes.	364 Days	agkn.com
TestIfCookieP	This cookie is used to make advertising messages more relevant to website visitor.	395 Days	smartadserver.com
sr97	An sr97 cookie is typically a tracking or session cookie associated with advertising or analytics services.	364 Days	lkqd.net
CMTS	The cmts cookie is associated with tracking, managing user sessions, or gathering analytics data for user	89 Days	casalemedia.com



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	interactions on specific websites.		
_li_ss	The _li_ss cookie is often associated with LinkedIn and is used to manage and maintain user sessions on their platform.	29 Days	i.liadm.com
mc	This cookie is usually provided by Quantserve to track anonymous information about how website visitors use the site.	199 Days	thrtle.com
_gat_UA-XXXXXX-X	Google Analytics Cookies	0 Days	parkplacetechnologies.com
CONSENT	This cookie carries out information about how the end user uses the website and any advertising that the end user may have seen before visiting the said website.	729 Days	youtube.com
driftt_aid	This is the anonymous identifier token. It is used to tie the visitor on your website with the profile within the Drift system. This allows Drift to remember the information that this site visitor has provided through the chat on subsequent site visits.	729 Days	js.driftt.com
mv_tokens	The "mv_tokens" cookie is set by Mediavine Exchange to create a unique ID for a visitor to a website. This allows third-party advertisers to target the visitor with relevant advertisements.	13 Days	exchange.mediavine.com
YSC	This cookie is set by YouTube to track views of embedded videos.	0 Days	youtube.com
IDE	This domain is owned by Doubleclick (Google). The main business activity is: Doubleclick is Googles real time bidding advertising exchange	389 Days	doubleclick.net
uids	uids is a user identifier that can track users across multiple websites without the use of third-party cookies.	89 Days	s2s.t13.io

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### 4) Social Media Plug-ins

We use social plug-ins from the social networks Facebook, X, LinkedIn, YouTube, Instagram and Threads on our Website as part of our legitimate interests in order to make us more well-known (Art. 6(1)(f) GDPR). The underlying advertising purpose is to be regarded as a legitimate interest within the meaning of the GDPR.

When you access a page of our Website that contains such a plugin, your browser establishes a direct connection to the social networks servers. The content of the plugin is transmitted directly from the social network to your browser and integrated into the Website.

By integrating the plugins, the social network receives the information that your browser has called up the corresponding page of our Website, even if you do not have an account of the social networks mentioned above or are not currently logged on to them. This information (including your IP address) is transmitted directly from your browser to the social network and stored where the social networks' servers are. For the processing activity related to the mere transmission of your data to the relevant social network, the latter and us act as joint data controllers, in accordance with the case law of the Court of Justice of the European Union.

If you are logged in to one of the mentioned social networks, it can directly associate your visit to our Website with your social network account. If you do not want one of the mentioned social networks to associate the information collected through our Website with your social network account, you must log out before visiting our Website.

The purpose and scope of the data collection and the further processing and use of the data carried out by the social networks in their capacity as autonomous data controllers, as well as your rights and setting options for the protection of your privacy, can be found in the privacy notices of such social networks, available at the following links:

Facebook: <https://www.facebook.com/privacy/policy/>;

X: <https://twitter.com/en/privacy>;

LinkedIn: <https://www.linkedin.com/legal/privacy-policy>;

YouTube: <https://policies.google.com/privacy?hl=en-US>;

Instagram: [https://help.instagram.com/155833707900388?cms\\_id=155833707900388](https://help.instagram.com/155833707900388?cms_id=155833707900388).;

Threads: <https://terms.threads.com/privacy-policy>.

### 6. Data Subjects' Rights

As a data subject, you can exercise the following rights at any time:

- Access your personal data that we are processing (or receive a copy of those personal data) and obtain further information about such processing;
- Correct or modify your personal data that we are processing when it is inaccurate or incomplete;
- Request that we erase your personal data that we are processing, when you feel that the processing is unnecessary or unlawful;
- Request restriction of the processing of your personal data, when you feel that the personal data we have on you is inaccurate, unnecessary or has been unlawfully processed, or when you have previously objected to its processing;
- Portability – the right to obtain a copy of the personal data you provided to us in a structured,

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commonly used, and machine-readable format, as well as to request the transmission of those personal data to another data controller;

- Object to the processing of your Personal Data, based on relevant grounds related to your particular situation, which you believe must prevent us from processing your personal data for a given purpose.
- Withdraw consent to data processing provided for the use of the chatbot function (see section 2.1(b) above) at any time

You can exercise any of the rights mentioned above by sending a written request to:

[dataprivacy@parkplacetech.com](mailto:dataprivacy@parkplacetech.com).

You may withdraw your consent provided for the data processing related to the use of the chatbot function (see section 2.1(b) above) by sending an email to [dataprivacy@parkplacetech.com](mailto:dataprivacy@parkplacetech.com).

As concerns marketing activities, you can also object to the processing of your personal data for marketing, without needing to provide any justification for this, by selecting the appropriate link included at the bottom of marketing e-mail messages, or by sending a written request to the e-mail address indicated above. For more information on the processing activities carried out for marketing purposes and related legal bases, please consult our Privacy Notice on Direct Marketing (available [here](#)).

As a data subject, you are entitled to file a complaint with the competent supervisory authorities for the protection of personal data, if you believe that the processing of your personal data carried out by us is unlawful.

### **7. Data Security**

We use suitable technical and organisational security measures to protect your data against accidental or intentional manipulation, partial or complete loss, destruction, or unauthorised access by third parties. Our security measures are continuously improved in line with technological developments.

### **8. Amendments**

This version of the Privacy Policy entered into force on 1<sup>st</sup> November 2024. We reserve the right to partly or fully amend this Privacy Notice, or simply to update its content, for example, as a result of changes in applicable law. We will inform you of any changes we deem important as soon as they are introduced (by sending out an e-mail to the contacts on our mailing lists, and by temporarily adding a pop-up banner to our website), and they will be binding as soon as they are published on our Website.