

COOKIES MANAGEMENT POLICY

In order to guarantee, that visitors to our Site receive the most relevant information and best services, we collect data through the use of so-called “cookies”. This helps us (and other authorized third parties) to provide a personalized experience for each visitor to the Site.

What are cookies?

Cookies are small pieces of data that are sent to Your browser by a web server and stored on Your device so that the Site can recognize Your computer.

Cookies are used for the following purposes:

- for the functioning of the site;
- to analyze the behavior of visitors to the site;
- to remember data and consents personally provided by the user.

There are two types of cookies – permanent and temporary or "session" cookies. Permanent cookies are stored as a file on Your computer or mobile device for a long period of time. Session cookies are temporarily placed on Your computer when You visit our Site, but disappear when You close the page, which means that they are not permanently stored on Your device. Most companies use cookies on their sites to improve usability. Cookies cannot harm Your files or increase the risk of viruses on Your computer.

We may use the following types of cookies:

Essential cookies

These cookies are strictly necessary for the website to perform its functions. We use these cookies for example:

- to establish the authenticity of our users when they use our Site, so that we can provide our services;
- to be able to fulfill our General Terms and Conditions and maintain the security of our services.

Performance and functionality cookies

These cookies are not strictly necessary, but they allow us to personalize Your online experience with our websites. We use these cookies for example:

- to remember Your preferences so that You do not have to enter information You have already provided each time (for example, when You enter Your details to access our services);
- to collect information about how our users use our services so that we can improve our Site and our Services and conduct market research (for example: information about popular pages, viewing habits, number of clicks, number of shares, page likes, last visited pages, vote on comments).

If You delete these cookies, the Site will have limited functionality and will not be able to function properly and provide good quality of service to end users.

Advertising cookies

We use these cookies for example:

- to obtain information about how You use our websites, such as pages You visit or how You respond to advertisements, in order to provide You with advertisements that are tailored to You;
- to determine which are the most popular parts of our Sites;
- to monitor the use of our services and our Sites (frequency and time);
- to monitor the success of a page;
- to determine how often You and other users visit our Site;
- to conduct surveys so that Your interaction with our Site and ourselves can be improved.

Often, these cookies aim to provide advertisements that are tailored to You – both on and off our Sites (third-party advertising cookies). This type of advertising is known as "interest-based advertising". Many of these types of cookies belong to our service providers.

Session cookies

We may also use session cookies, for example:

- to allow You to navigate between individual pages of our Site without having to log in again. This practice is known as "single sign-on";
- to recognize You when You return to our Site to use our services;
- to keep the answers to a once filled in questionnaire form (and not have to fill in the questionnaire repeatedly).

How do we use cookies?

We use cookie information to make our websites more pleasant and easy to use by users.

Third-party cookies

We also use some third-party cookies as part of our services. These cookies are managed by the respective sites and are not controlled by us. Below are the third-party cookies we use, some of which can be turned off using Your browser's general settings. For others, it is necessary to visit the relevant sites and follow the instructions provided.

Google Analytics (GA4)

We use the app to generate statistics on sources and traffic to our sites, as well as for advertising campaigns. For refusal, follow the instructions described [here](https://support.google.com/analytics/answer/181881) (<https://support.google.com/analytics/answer/181881>).

In GA4, IP anonymization is enabled by default and cannot be turned off. This means that GA4 will not store Your IP addresses and cannot track You.

GA4 does not share data between other Google products such as Google Signals, Google Ads, etc.

In GA4, data will be stored for no more than 14 months.

Data processing by GA4 is currently carried out on multiple servers located around the world, most of them located in the United States. However, this does not constitute a breach of the GDPR's data transfer requirements because we do not collect personal data through GA4.

If our site redirects You to another site (via a hyperlink), please note that we are not responsible for the cookies used by other sites and we recommend that You familiarize Yourself with the cookie policy of the particular site.

How to delete cookies?

You can choose whether to accept cookies or not. If You want to know when Your computer receives a cookie, You can set Your browser so that it notifies You about it. This allows You to accept or reject a cookie. Your computer can be set to reject all cookies. If You want to find out how to do this, visit aboutcookies.org. Please note that changes to Your browser that disable cookies may prevent parts of our Site from functioning properly.

In the event that You do not consent to the Site's use of cookies, we will only use absolutely necessary cookies. By installing cookies, we do not aim to establish the identity of the specific user, nor provide information about the user to third parties. "Cookies" are used only for the purposes stated above.

Changes to our cookie policy

Any future changes to our Cookie Policy will be posted on this page.

Contacts

We accept any questions, comments and requests related to this Cookie Policy at the following address: marketing@borica.bg .