Cookie policy

Mapon website uses cookies. If you have agreed, in addition to cookies that ensure the functioning of the website, other cookies, such as web beacons, pixels or similar storage technology may be placed on your computer or another device from which you access our webpage. This Cookie Policy describes what types of cookies we use on our website and for what purposes.

Mapon website uses different kind of cookies:

- Strictly Necessary cookies,
- Analytical cookies,
- Marketing cookies.

You can set each cookie category (except strictly necessary) by clicking on the “cookie settings” button below:

1. What are cookies?

Cookies are small text files created by the website, downloaded to and stored on any internet-enabled device – such as your computer, smartphone or tablet – when you visit our homepage. The browser you're on uses the cookies to forward information back to the website at each subsequent visit for the website to recognize the user and to remember the user’s choices (for example, login information, language preferences and other settings). This can make your next visit easier and the site more useful to you.

2. What types of cookies do we use and for what purposes do we use them?

> We use different types of cookies to run our website. The cookies indicated below may be stored in your browser.
>
> - **Strictly necessary cookies**. These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. These cookies do not store any personally identifiable information.
> - **Analytical cookies**. These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our

improve the performance of our site. They help us to know which pages are the most and least popular and see how visitors move around the site. All information these cookies collect is aggregated and therefore anonymous. If you do not allow these cookies we will not know when you have visited our site, and will not be able to monitor its performance. For analytical purposes, we may use third party cookies. These cookies are stored permanently on the user's device.

- **Marketing cookies**. These cookies may be set through our site by our advertising partners. They may be used by those companies to build a profile of your interests and show you relevant adverts on other sites. They do not store directly personal information but are based on uniquely identifying your browser and internet device. If you do not allow these cookies, you will experience less targeted advertising. These cookies are stored permanently on the user's device.

3. Third-party cookies

Our website uses third-party services, for example, for analytics services so we would know what is popular on our website and what is not, thus making the website more usable. You can learn more about these cookies and their privacy policy by visiting the website of the respective third party. All information processed from third-party cookies is processed by the respective service provider. At any point in time, you have the right to opt-out from data processing by third party cookies. For more information, please see the next section of this Cookie Policy.

We may use Google Analytics cookies to help measure how users interact with our website content. These cookies collect information about the user's interaction with the website, such as unique visits, returning visits, length of the session, actions carried in the webpage, and others.

We may also use Facebook pixels to process information about the user's actions on our website, such as a visited webpage, the user's Facebook ID, browser data, and others. The information processed from Facebook pixels is used to display interest-based ads when you are using Facebook as

ads which you are using Facebook as well as to measure cross-device conversions and learn about users' interactions with our webpage, and others.

4. How to control cookies?

When visiting our website, you are presented with an informative statement that the website uses cookies and given the possibility to adjust the use of cookies by clicking Cookie Setting. You can also delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on the "help" button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them if you want to. You must change the settings for each browser that you use.

However, please note that without saving certain cookies, it is possible that you will not be able to fully use all the features and services on Mapon's website.

You can separately opt-out from having your website activity available to Google Analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your website visit with Google Analytics. Link to the add-on and for more information: https://support.google.com/analytics/answer/181881.

Furthermore, if you want to opt-out from interest-based, behavioural advertising, you can do so by using one of the following tools based on the region you are in. Please note that this is a third-party tool that will save its own cookies on your devices and Mapon is not responsible for their Privacy Policy.

For more information and opt-out options, please visit:

- US – Digital Advertising Alliance
- Canada – Digital Advertising Alliance
- EU – European Interactive Digital Advertising Alliance

5. Cookie policy changes

We reserve the right to make changes to this Cookie Policy. Amendments and/or additions to this Cookie Policy will come into force when published on our website.

By continuing to use our website and/or our services after changes have been

> made to this Cookie Policy, you are indicating your consent to the new wording in the Cookie Policy. It is your responsibility to regularly check the content of this policy to learn about any changes.

6. Contact information

If you have any questions about your personal data or this Cookie Policy, or if you would like to file a complaint about how we process your personal data, please contact us by using the contact details below:

> **Mapon Latvia**
> info@mapon.com
> Address: Ojara Vaciesa 6B,
> Riga, LV-1004,
> Latvia

This Cookie Policy is effective as of 11 May 2020.