

Fyber - Cookies and Similar Tracking Technologies Policy

This Cookies and Similar Tracking Technologies Policy (this “**Policy**”) provides you with general information about cookies and similar tracking technologies (collectively, “**Tracking Technologies**”) as well as how and for what purposes Fyber N.V (“**Fyber**”, “**we**”, “**us**” or “**our**”) use such Tracking Technologies on the Fyber website (“**Website**”).

Please take the time to read this Policy. If you have questions or comments, you are welcome to contact us at: GDPR@fyber.com.

- [What Are ‘Cookies’?](#)
- [For what purposes are Cookies being Used?](#)
- [What Are ‘Session’ and ‘Persistent’ Cookies?](#)
- [What Are ‘First-party’ and ‘Third-party’ Cookies?](#)
- [What Are ‘Similar Technologies’?](#)
- [How Does Fyber Use Tracking Technologies and for What Purposes?](#)
- [Does Fyber Need to Obtain My Consent for Using Tracking Technologies?](#)
- [Can I Manage My Tracking Technologies Preferences at Any Given Time?](#)
- [Will Fyber Change This Policy?](#)
- [Appendix A: Tracking Technologies Table](#)

What Are ‘Cookies’?

Cookies are small files with pieces of information, normally consisting of just letters and numbers, which websites use when users visit them.

Software on the users’ devices (for example, a web browser) can store cookies and send them back to the website the next time they visit, to make a specific function of the website work and to provide information about the user’s activities on the website.

For What Purposes Are Cookies Being Used?

Cookies are used in numerous ways. For example, when analyzing traffic to a website or tracking users’ browsing behavior.

Cookies are widely used as they allow a website to recognize a user’s device. Cookies and other similar technologies help websites to remember the visitors and their activities, for example, the user’s login details, or the goods users wish to buy when they add goods to their online basket or proceed to the checkout on an internet shopping website.

What Are ‘Session’ and ‘Persistent’ Cookies?

“Session Cookies” are removed from your device once you close your browser session.

“Persistent Cookies” last for longer periods on your device - after you close your browser session.

A user can delete previously set persistent cookies manually or configure the browser settings to delete cookies, as further described below.

What Are ‘First-party’ and ‘Third-party’ Cookies?

First-party cookies are set directly by the website that the user is visiting. For the purpose of this Policy, these are cookies that are set directly by this Website.

Third-party cookies are set by a domain other than the one visited by the user. For the purpose of this Policy, these are cookies that are set by service providers of this Website.

What Are ‘Similar Technologies’?

Functions usually performed by a cookie can be achieved by other means. This could include, for example, using certain characteristics to identify devices so that visits to a website can be analyzed.

Any technology that stores or accesses information on the user’s device is relevant for this purpose, and therefore it includes, for example, HTML5 local storage, Local Shared Objects and fingerprinting techniques.

Additionally, technologies like scripts, tracking pixels and plugins, wherever these are used – are also considered as similar technologies.

Does Fyber Use Tracking Technologies?

Yes, we do.

We use both Session Cookies and Persistent Cookies as part of your experience on this Website so that we can facilitate the use of the Website’s features and tools, keep track of your preferences, improve your experience with our Website, for web analytics and for marketing purposes.

Some cookies are strictly essential for the operation of this Website while other cookies help to improve our services and marketing activities. The same rule goes for all Tracking Technologies that we use.

We have created a detailed Tracking Technologies table page, which is attached as an **Appendix A** to this Policy and is available [here](#). The table will provide you with a clear and comprehensive image of the Tracking Technologies that we use.

When a Tracking Technology contains personal data, as indicated in **Appendix A**, then the Fyber Privacy Policy applies as well.

Does Fyber Need to Obtain My Consent for Using Tracking Technologies?

Yes, however only with respect to the Tracking Technologies that are not strictly essential for the operation of this Website, as further indicated in [Appendix A](#). For essential Tracking Technologies Fyber does not need your consent.

If you do not agree to accept our cookies or other Tracking Technologies that are not strictly essential for the operation of this Website, we will make commercially reasonable efforts to provide you with as similar level of services as we can.

Can I Manage My Tracking Technologies Preferences?

Every browser allows you to manage your Tracking Technologies preferences, usually found in the "Help" or "Settings" sections of the web browser.

Here are some links to some commonly used web browsers: (a) [Google Chrome](#); (b) [Microsoft Edge](#); (c) [Mozilla Firefox](#); (d) [Microsoft Internet Explorer](#); (e) [Opera](#); (f) [Apple Safari](#).

In addition, you can turn off certain third party targeting or advertising cookies by visiting the following link: [Network Advertising Initiative](#).

To find out more about cookies, including how to see what cookies have been set, you can visit the following websites: www.aboutcookies.org and www.allaboutcookies.org.

Some web browsers offer a "Do Not Track" ("DNT") signal. A DNT signal is an HTTP header field indicating your preference for tracking your activities on our services or through cross-site user tracking. This Website does not respond to DNT signals.

Will We Change This Policy?

We update this Policy, when needed. Every time we will change this Policy, we will post a notice on this Website if our policy update includes substantial changes and obtain your consent once again, where required under applicable laws.

This Policy was last updated on February 10, 2020

Appendix A: Tracking Technologies Table

Strictly Essential Cookies

These cookies are strictly essential for enabling your movement around the Website and supporting the Website's security features.

This category of cookies cannot be disabled.

Name	Purpose & Expiration Date	First/Third Party Cookie
__cfduid (Cloudflare)	This cookie is used to identify trusted web traffic. Expiration: 1 year	3 rd party cookie

Analytics Cookies

Analytics cookies collect information about how visitors use this Website. Our service providers can transfer relevant information to third parties where required by law or where such third parties process such information on their behalf.

Name	Purpose & Expiration date	First/Third Party Cookie
_ga (Google)	This cookie is used to generate statistical data on how visitors use the website. Expiration: 2 years opt out	3 rd party cookie
_gat (Google)	This cookie is used to throttle request rate. Expiration: 1 minute or per session opt out	3 rd party cookie
_gid (Google)	This cookie is used to track behavior on our website. Expiration: 1 day opt out	3 rd party cookie

_hjid	<p>This cookie is used to persist the random user ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.</p> <p>Expiration: 1 year opt out</p>	3rd party cookie
hjClosedSurveyInvites	<p>This cookie is set once a visitor interacts with a Survey invitation modal popup. It is used to ensure that the same invite does not re-appear if it has already been shown.</p> <p>Expiration: 1 year opt out</p>	3rd party cookie

Marketing Cookies

Marketing cookies collect personal information such as your name, which pages you visit on this Website, your history arriving at this Website, your purchases from us, and so on. Collected information is used to evaluate and improve the effectiveness of our marketing campaigns.

Name	Purpose & Expiration Date	First/Third Party Cookie
IDE (Google)	<p>This cookie is used to register and report our website users’ actions after viewing or clicking one of the advertiser’s ads with the purpose of measuring the efficacy of an ad and to present targeted ads.</p> <p>Expiration: 1 year opt out</p>	3rd party cookie

Additional Similar Technologies

Name	Purpose & Expiration Date
_hjRecordingLastActivity	<p>This session storage gets updated when a visitor recording starts and when data is sent through the WebSocket (the visitor performs an action that Hotjar records).</p>
hjUserAttributesHash	<p>User Attributes sent through the Hotjar Identify API are cached for the duration of the session in order to know when an attribute has changed and needs to be updated.</p>