

## **Cookies Policy**

The present policy applies to cookies and other similar technologies – subject to use, as the case may be, on the website [www.dentatime.com](http://www.dentatime.com) (the “Website”) and the applications operated by Dentatime12 IMPPMP DM LTD, registered under UIC 204609328 at the Commercial Registry with the

Registration Agency (“Dentatime” or “Controller”).

The “Cookies” can be used for the following:

- for the functioning and improvement of the operation of the Website,
- for analysing the behaviour of the visitors of the Website,
- for advertising.

The present policy shall be supplemented by the Personal Data Protection Policy that you can check [\[here\]](#) and that contains detailed information about the personal data to be collected by the Controller, the purposes for use of personal data by the Controller, your personal data protection rights, the obligations of the Personal Data Controller and any necessary information as required by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).

### **Description of the Cookie files**

Cookie files are computer data and in particular – text files sent by the server and stored on the device of the Website user (usually on a computer’s hard disk or on a mobile device). These files process information the Controller may need in order to adapt to the way the user uses the Website and to collect statistical information about the use of the Website. Cookies are completely passive files – they do not contain software programs, viruses or spyware and they do not have access to the information from the user’s hardware.

### **Usage of Cookies**

Cookies are contained in the HTTP protocol used to connect the Internet server to the browser. Each such file consists of the key that defines the name of the values, the values and the life cycle after which the browser must remove the cookie. Cookies are used to set web content to the user’s preferences and to increase utilization and personalization of the Website content. Typical examples of the importance of using cookies are gathering data about online privacy preferences, shopping cart, creating content and services tailored to the user’s specific preferences, customized access to the user’s interests, remembering passwords, remembering child protection filters for content on the web, measurement, optimization and adaptation of analysis features in order to improve consumer-friendly services.

### **Types of Cookie files**

There are two standard types of cookie files – session and permanent files. The first ones are temporary files that remain on the user’s device until leaving the Website or shutting down the software (web browser). Permanent files remain on the user’s device for the time specified in the cookie file parameters or until they are manually deleted by the user.

### **Use of Cookies and Privacy Policy**

When a user visits the Website [www.dentatime.com](http://www.dentatime.com) the Controller uses cookies to identify the browser or user’s device. Cookies collect different kinds of information which does not constitute personal data generally (it doesn’t allow user’ identification). Depending on content and use, some data might be linked to a particular person and considered personal data. For that kind of personal data, the Personal Data Privacy Policy available on the Controller’s Website in Privacy Policy Section shall be applied.

### **Profiling**

By using cookie technology the Controller is able to collect information about the preferences of the users of the Website (e.g. number of visits of the Website, products viewed, preferred products, etc.). Due to the analysis of online behavior of the users the Controller can better understand the preferences, interests and expectations of the users and adapt the Website to their needs and interests. Thus, due to the use of cookies, the Controller will be able to offer to each visitor of the Website personalized service fully tailored to the personal preferences of this visitor.

Accessing information about users' internet activity through the use of cookies will also help the Controller to conduct anonymous market and statistical analyses under which personal identification of the user is excluded.

The information collected and stored in cookies may be stored after deleting the browser session which may for example allow further usage upon next user's visits.

### **Redirecting**

Based on cookies the Controller may use technology that allows the Controller to reach users who previously visited the Website by addressing content through other Websites they visit. The Controller can do this also in order to provide better servicing of each visitor of the Website in accordance with his or her personal interests and to facilitate the use of different Websites by the visitor.

### **Cookie files and Identical Technologies of Third Parties**

The cookies the Controller uses are primarily aimed at optimization of the servicing of users that visit the Website. In addition, due to the use of the Website, the browser or other software installed on the user's device may intercept cookies from third parties. Third parties to whom the Controller provides personal data or who may gain access to the user's personal data as a result of the user's access and use of the Website are listed in the Personal Data Privacy Policy available on the Website.

The Website also contains links to other sites or embedded content from other sites such as Google and other online platforms. Upon visiting these sites or opening content from them it is possible that cookies from these websites are stored on the device of the user of the Website. These cookies constitute third-party cookies and the Controller has no control over their generation and management. You can seek for information about them and their management on the websites of the respective third parties.

### **Management of Usage of Cookies by the User**

All browsers allow the management of cookies from a specially designed folder of the user's browser. Each user can block the receipt of cookies, delete all or part of them or set his/her preferred cookie settings before visiting the Website of the online store. However, each user should keep in mind that deleting or blocking cookies may result in the user being unable to use the Website of the online store in its full functionality.

### **Disabling or Blocking Cookies**

Controlling, disabling or blocking cookies is governed by the settings of the user's browser. However, each user should keep in mind that a complete ban on the use of all cookies may affect the functional performance of the Website, its effectiveness and access to certain information. Disabling cookies will not allow the user's access to one of the most popular and used websites generally where each user should be aware of the above as a result of his/her internet behavior. Also, refusing to accept cookies does not mean that the user will not receive / see online ads.

All cookies used on the Website shall be removed / deleted automatically after a certain period of time – up to 365 days depending on the designation of the respective cookie.

The Controller shall not use the cookies in any other way save for as appointed in the present Cookie Policy.



*The present Cookie Policy was adopted on May 25th, 2018 and it is valid until revoked or amended upon the respective publication on the Website [www.dentatime.com](http://www.dentatime.com)*