INFORMATION ABOUT THE USE OF COOKIES

This document describes the use of cookies in www.mobilly.lv website and application, and e-mobi application, indicates their purpose, as well as the users' rights to choose the use of the cookies in compliance with their needs.

Cookies allow the provision, improvement and protection of Mobilly services, ensuring solutions that are best suited for the client's needs, as well as a more convenient and secure experience for the user.

What are cookies?

Cookies are small text files that are saved by the web browser (for example, *Internet Explorer, Firefox, Google Chrome, Safari etc.*) in the web user's computer, tablet or smartphone. When cookies are used, the websites and applications can also save individual users' settings. Cookies typically contain information about the website or application name, their storage life on the device, and their unique number. Cookies can be considered as a way for a website or application to obtain information that allows the user to be recognised and responded to appropriately. The user can disable or limit the use of cookies; however, without the cookies, full use of the site's functions will be restricted.

What cookies are used by mobilly.lv and what are their purposes?

The Mobilly.lv and e-mobi website uses several types of cookies. They vary according to their purpose and storage length. The cookies are gradually renewed and adapted to the needs of improving the quality of service provision.

The main purposes of the cookies are the following:

▪ *To authenticate the user* – ensures recognition of the user.

▪ *To provide and maintain services* – cookies that functionally support provision of Mobilly services.

▪ *To ensure internet site security and service integrity* – cookies that help create services, ensuring a better customer experience and safer use of the internet site.

▪ *To ensure statistics and analysis of usage* – provides information how and how often the Mobilly internet site, application and e-mobi application is used and what search tools are used. Cookie statistics can also be obtained from cooperation partner internet sites.

▪ *To offer services and analyse customer needs* – cookies ensure development of offers that are best suited for the customers' needs.

Third party cookies

The Mobilly website can use the information of third-party cookies. The user may also be given the most suitable offers in internet resources of cooperation partners. For this analysis, the following tools are used:

- **Google inc.** tools **Google Analytics, Doubleclick**, **Google Tag Manager and GA Audiences.** More information about the regulations of services provided by these tools and their privacy policy is available in the internet site: Google Analytics privacy https://policies.google.com/privacy?hl=lv and regulations https://www.google.com/analytics/terms/gb.html
- **Facebook Ireland ltd.** tools **Facebook Custom Audience** and **Facebook Connect,** more information about the privacy of these tools is available on the internet site: Facebook privacy policy https://www.facebook.com/about/privacy/update
- **Hotjar,** more information about the privacy policy of this tool is available on the internet site: https://www.hotjar.com/legal/policies/privacy

Mobilly and e-mobi mobile applications uses the **Facebook Ireland ltd.** tool **Meta Pixel**, which provides a summary of information on how and how often the Mobilly and e-mobi mobile applications are used, as well as, if the user has given his/her consent – it enables Mobilly to display customised advertisements to its social network users. More information on this tool is available at the internet site: https://developers.facebook.com/docs/meta-pixel

How can a user choose and change the use of cookies?

If you do not want your devices to use cookies, you can change the security settings of your browser or select it in the Mobilly and e-mobi mobile application settings. Note that security settings must be changed for each browser separately and the user setting methods can vary for different browsers and for different versions of browsers.

However, remember that without approving cookies in the Mobilly web site, you cannot fully use Mobilly and/or e-mobi services.

Cookie management

Most web browsers are initially set to automatically accept cookies. You can change the settings to block cookies or receive alerts when cookies are sent to your device. Read the browser usage instructions or open the help screen to learn more about how to change your browser settings.

For more information on EU cookie laws, please visit:
http://ec.europa.eu/ipg/basics/legal/cookies/index_lv.htm

Where will you get additional information?

SIA "Mobilly" is responsible for the use of cookies in the Mobilly website, application and e-mobi application and safe processing of your personal data.

In case of any questions or proposals, we ask you to write to **dati@mobilly.lv**