# **Cookie Policy of EGO Power+**

This document informs Users about the technologies that help this Website to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Website.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate. For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Website uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.

The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.

In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers - in the linked privacy policies of the respective third-party providers or by contacting the Owner.

# **How this Website uses Trackers**

# **Necessary**

This Website uses so-called "technical" Cookies and other similar Trackers to carry out activities that are strictly necessary for the operation or delivery of the Service.

# Trackers managed directly by the Owner

# **Contact form (this Website)**

By filling in the contact form with their Data, the User authorises this Website to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: city, company name, country, county, date of birth, email address, first name, last name, phone number, physical address, Trackers, Usage Data, User ID, VAT Number, website and ZIP/Postal code.

#### **Direct registration (this Website)**

The User registers by filling out the registration form and providing the Personal Data directly to this Website.

Personal Data processed: city, company name, country, county, email address, state, Trackers, User ID, website and ZIP/Postal code.

# Trackers managed by third parties

#### Cloudflare (Cloudflare Inc.)

Cloudflare is a traffic optimisation and distribution service provided by Cloudflare Inc.

The way Cloudflare is integrated means that it filters all the traffic through this Website, i.e., communication between this Website and the User's browser, while also allowing analytical data from this Website to be collected.

Personal Data processed: Trackers.

Place of processing: United States – Privacy Policy.

Trackers duration:

• \_cfuvid: indefinite

• cf\_clearance: 30 minutes

#### **Google Tag Manager**

Google Tag Manager is a tag management service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; Ireland – <u>Privacy Policy</u>.

## Cloudflare Bot Management (Cloudflare Inc.)

Cloudflare Bot Management is a malicious bot protection and management service provided by Cloudflare Inc.

Personal Data processed: app information, Application opens, browser information, browsing history, city, clicks, country, county, custom events, device information, device logs, geography/region, interaction events, IP address, keypress events, language, latitude (of city), launches, longitude (of city), metro area, motion sensor events, mouse movements, number of sessions, operating systems, page events, page views, province, scroll position, scroll-to-page interactions, search history, session duration, session statistics, state, touch events, Trackers, Usage Data, video views and ZIP/Postal code.

Place of processing: United States – Privacy Policy.

#### Trackers duration:

• cf bm: 3 seconds

cfruid: duration of the session

\_cfuvid: indefinite
cf\_clearance: 30 minutes
cf\_ob\_info: 3 seconds
cf\_use\_ob: 3 seconds
cfmrk\_cic: 3 months

# **Experience**

This Website uses Trackers to improve the quality of the user experience and enable interactions with external content, networks and platforms.

## Trackers managed by third parties

#### Hotjar Poll & Survey widgets (Hotjar Ltd.)

The Hotjar Poll & Survey widgets are services that enable interaction with the Hotjar platform provided by Hotjar Ltd. Hotjar honours generic "Do Not Track" headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's opt-out information here.

Personal Data processed: Trackers, Usage Data and various types of Data.

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

#### Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- hiCachedUserAttributes: duration of the session
- hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- \_hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session

- hjViewportId: duration of the session
- hjid: 1 year

#### Hotjar Recruit User Testers (Hotjar Ltd.)

The Hotjar Recruit User Testers widget is a service for interacting with the Hotjar data collection platform provided by Hotjar Ltd.

Hotjar honours generic "Do Not Track" headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's <u>opt-out information here</u>.

Personal Data processed: Trackers, Usage Data and various types of Data.

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

#### Trackers duration:

- hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- hiDonePolls: 1 year
- hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

# Hotjar surveys (Hotjar Ltd.)

Hotjar surveys is a survey builder and data collection platform provided by Hotjar Ltd.

Hotjar surveys may use cookies to track User behaviour. Users can Opt-Out of Hotjar surveys cookie tracking by visiting this opt-out page.

Hotjar surveys respects the Do Not Track option available in most modern browsers that, if activated, sends a special signal to stop tracking User activity. Users can find more information on how to enable Do Not Track for each supported browser <a href="here">here</a>.

Personal Data processed: Trackers and Usage Data.

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

# Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- hjFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year

- hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year
- hjActiveViewportIds: duration of the session

#### Measurement

This Website uses Trackers to measure traffic and analyze User behavior to improve the Service.

#### Trackers managed by third parties

## **Meta Events Manager**

Meta Events Manager is an analytics service provided by Meta Platforms Ireland Limited or by Meta Platforms, Inc., depending on how the Owner manages the Data processing. By integrating the Meta pixel, Meta Events Manager can give the Owner insights into the traffic and interactions on this Website.

Personal Data processed: browser information, browsing history, city, clicks, country, page views, state, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example), Usage Data and User ID.

Place of processing: Ireland – <u>Privacy Policy</u> – <u>Opt out</u>; United States – <u>Privacy Policy</u> – <u>Opt out</u>.

Trackers duration:

- \_fbp: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

#### **Google Analytics 4**

Google Analytics 4 is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, ("Google"). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services.

Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In Google Analytics 4, IP addresses are used at collection time and then discarded before Data is logged in any data center or server. Users can learn more by consulting Google's official documentation.

In order to understand Google's use of Data, consult Google's partner policy.

Personal Data processed: number of Users, session statistics, Trackers and Usage Data.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

- \_ga: 2 years
- \_ga\_\*: 2 years

#### **Google Analytics Demographics and Interests reports**

Google Analytics Demographics and Interests reports is a Google Advertising Reporting feature that makes available demographic and interests Data inside Google Analytics for this Website (demographics means age and gender Data).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

Personal Data processed: Trackers and unique device identifiers for advertising (Google Advertiser ID or IDFA, for example).

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

Trackers duration:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test cookie: 15 minutes

# Hotjar Heat Maps & Recordings (Hotjar Ltd.)

Hotjar is a session recording and heat mapping service provided by Hotjar Ltd.

Hotjar honours generic "Do Not Track" headers. This means the browser can tell its script not to collect any of the User's data. This is a setting that is available in all major browsers. Find Hotjar's opt-out information here.

Personal Data processed: Trackers, Usage Data and various types of Data as specified in the privacy policy of the service.

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

#### Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- hiCachedUserAttributes: duration of the session
- hjClosedSurveyInvites: 1 year
- \_hjDonePolls: 1 year
- hiFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- hjLocalStorageTest: duration of the session
- \_hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- \_hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- \_hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- hjid: 1 year

# **Marketing**

This Website uses Trackers to deliver personalised ads or marketing content, and to measure their performance.

Some of the advertising services used by the Owner adhere to the <u>IAB Transparency and Consent Framework</u>, an initiative that facilitates responsible privacy practises across the digital advertising industry - providing Users with enhanced transparency and control over how their data are used for advertising tracking purposes. Users can customise their advertising preferences at any time by accessing the advertising preferences panel from within the cookie notice or via the relevant link on this Website.

This Website participates in the IAB Europe Transparency & Consent Framework and complies with its Specifications and Policies. This Website uses iubenda (identification number 123) as a Consent Management Platform.

### Trackers managed by third parties

#### TikTok Remarketing (TikTok Information Technologies UK Limited)

TikTok Remarketing is a remarketing and behavioural targeting service provided by TikTok Information Technologies UK Limited that connects the activity of this Website with the TikTok advertising network.

Personal Data processed: device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United Kingdom – Privacy Policy.

# Trackers duration:

- tt enable cookie: 2 years
- \_ttp: 2 years
- tt appInfo: indefinite
- tt pixel session index: indefinite
- tt sessionId: indefinite

#### TikTok conversion tracking

TikTok conversion tracking is an analytics and behavioural targeting service provided by TikTok Inc. or by TikTok Information Technologies UK Limited , depending on how the Owner manages the Data processing, that connects data from the TikTok

advertising network with actions performed on this Website. The TikTok pixel tracks conversions that can be attributed to TikTok ads and enables to target groups of Users on the base of their past use of this Website.

Personal Data processed: device information, Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and Usage Data.

Place of processing: United States – <u>Privacy Policy</u>; United Kingdom – <u>Privacy Policy</u>.

Trackers duration:

• \_tt\_enable\_cookie: 2 years

• ttp: 2 years

• tt\_appInfo: indefinite

• tt\_pixel\_session\_index: indefinite

• tt\_sessionId: indefinite

#### **ShareThis (Sharethis Inc.)**

ShareThis is an advertising and behavioural targeting service provided by Sharethis Inc. that displays a widget that allows interaction with social networks and external platforms as well as sharing the contents of this Website. Users can opt out of ShareThis's use of Trackers for ads personalisation by visiting this opt-out page.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt out.

Trackers duration:

• \_\_stid: 2 years

## **Microsoft Advertising (Microsoft Corporation)**

Microsoft Advertising is an advertising service provided by Microsoft Corporation.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States – Privacy Policy – Opt Out.

Trackers duration:

• MUID: 2 years

\_uetmsclkid: 3 monthsuetmsclkid: indefinite

\_uetsid: 1 day \_uetsid: indefinite \_uetvid: 2 years \_uetvid: indefinite

## Meta ads conversion tracking (Meta pixel)

Meta ads conversion tracking (Meta pixel) is an analytics service provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing, that connects data from the Meta Audience Network with actions performed on this Website. The Meta pixel tracks conversions that can be attributed to ads on Facebook, Instagram and Meta Audience Network.

Personal Data processed: Trackers and Usage Data.

Place of processing: United States - Privacy Policy - Opt out; Ireland - Privacy Policy - Opt out.

Trackers duration:

• \_fbc: 3 months

- \_fbp: 3 months
- fr: 3 months
- lastExternalReferrer: duration of the session
- lastExternalReferrerTime: duration of the session

#### Hotjar Form Analysis & Conversion Funnels (Hotjar Ltd.)

Hotjar is an analytics service provided by Hotjar Ltd.

Hotjar honours generic Do Not Track headers. This means your browser can tell its script not to collect any of your data. This is a setting that is available in all major browsers. Find Hotjar's opt-out information here.

Personal Data processed: Trackers and Usage Data.

Place of processing: Malta – <u>Privacy Policy</u> – <u>Opt Out</u>.

#### Trackers duration:

- \_hjAbsoluteSessionInProgress: 30 minutes
- \_hjCachedUserAttributes: duration of the session
- \_hjClosedSurveyInvites: 1 year
- hjDonePolls: 1 year
- hiFirstSeen: duration of the session
- \_hjIncludedInSessionSample: 30 minutes
- hjLocalStorageTest: duration of the session
- \_hjMinimizedPolls: 1 year
- \_hjSession\*: 30 minutes
- hjSessionRejected: duration of the session
- \_hjSessionResumed: duration of the session
- \_hjSessionStorageTest: indefinite
- hjSessionTooLarge: 1 hour
- \_hjSessionUser\*: 1 year
- \_hjSessionUser\_\*: 2 years
- \_hjShownFeedbackMessage: 1 year
- \_hjTLDTest: duration of the session
- \_hjUserAttributesHash: duration of the session
- \_hjViewportId: duration of the session
- \_hjid: 1 year

#### **Crimtan (Crimtan Holdings Limited)**

Crimtan is an advertising service provided by Crimtan Holdings Limited.

Personal Data processed: Trackers and Usage Data.

Place of processing: United Kingdom – Privacy Policy – Opt out.

## Trackers duration:

- bid: 5 months
- cid: 1 year

#### **Google Analytics Advertising Reporting Features**

Google Analytics on this Website has Advertising Reporting Features activated, which collects additional information from the DoubleClick cookie (web activity) and from device advertising IDs (app activity). It allows the Owner to analyse specific behaviour and interests Data (traffic Data and Users' ads interaction Data) and, if enabled, demographic Data (information about the age and gender).

Users can opt out of Google's use of cookies by visiting Google's Ads Settings.

Personal Data processed: Trackers, unique device identifiers for advertising (Google Advertiser ID or IDFA, for example) and various types of Data as specified in the privacy policy of the service.

Place of processing: United States – <u>Privacy Policy</u> – <u>Opt Out</u>; Ireland – <u>Privacy Policy</u> – <u>Opt Out</u>.

#### Trackers duration:

- IDE: 2 years
- \_gcl\_\*: 3 months
- test\_cookie: 15 minutes

# How to manage preferences and provide or withdraw consent on this Website

Whenever the use of Trackers is based on consent, users can provide or withdraw such consent by setting or updating their preferences via the relevant privacy choices panel available on this Website.

With regard to any third-party Trackers, Users can manage their preferences via the related opt-out link (where provided), by using the means indicated in the third party's privacy policy, or by contacting the third party.

#### How to control or delete Cookies and similar technologies via your device settings

Users may use their own browser settings to:

- See what Cookies or other similar technologies have been set on the device;
- Block Cookies or similar technologies;
- Clear Cookies or similar technologies from the browser.

The browser settings, however, do not allow granular control of consent by category.

Users can, for example, find information about how to manage Cookies in the most commonly used browsers at the following addresses:

- Google Chrome
- Mozilla Firefox
- Apple Safari
- Microsoft Internet Explorer
- Microsoft Edge
- Brave
- Opera

Users may also manage certain categories of Trackers used on mobile apps by opting out through relevant device settings such as the device advertising settings for mobile devices, or tracking settings in general (Users may open the device settings and look for the relevant setting).

# How to opt out of interest-based advertising

Notwithstanding the above, Users may follow the instructions provided by <a href="YourOnlineChoices">YourOnlineChoices</a> (EU), the <a href="Network Advertising Initiative">Network Advertising Initiative</a> (US) and the <a href="Digital Advertising Alliance">Digital Advertising Alliance</a> (US), <a href="DAAC">DAAC</a> (Canada), <a href="DDAI">DDAI</a> (Japan) or other similar services. Such initiatives allow Users to select their tracking preferences for most of the advertising tools. The Owner thus recommends that Users make use of these resources in addition to the information provided in this document.

The Digital Advertising Alliance offers an application called <u>AppChoices</u> that helps Users to control interest-based advertising on mobile apps.

#### **Consequences of denying consent**

Users are free to decide whether or not to grant consent. However, please note that Trackers help this Website to provide a better experience and advanced functionalities to Users (in line with the purposes outlined in this document). Therefore, in the absence of the User's consent, the Owner may be unable to provide related features.

#### **Owner and Data Controller**

EGO Power Plus Unit 8, Anglo Office Business Park Lincoln Road High Wycombe HP12 3RH

# Owner contact email: eu.support@egopowerplus.eu

Since the use of third-party Trackers through this Website cannot be fully controlled by the Owner, any specific references to third-party Trackers are to be considered indicative. In order to obtain complete information, Users are kindly requested to consult the privacy policies of the respective third-party services listed in this document.

Given the objective complexity surrounding tracking technologies, Users are encouraged to contact the Owner should they wish to receive any further information on the use of such technologies by this Website.

# **Definitions and legal references**

# Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

#### **Usage Data**

Information collected automatically through this Website (or third-party services employed in this Website), which can include: the IP addresses or domain names of the computers utilised by the Users who use this Website, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilised to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilised by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

#### User

The individual using this Website who, unless otherwise specified, coincides with the Data Subject.

#### **Data Subject**

The natural person to whom the Personal Data refers.

# **Data Processor (or Processor)**

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

## **Data Controller (or Owner)**

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Website. The Data Controller, unless otherwise specified, is the Owner of this Website.

#### This Website (or this Application)

The means by which the Personal Data of the User is collected and processed.

# Service

The service provided by this Website as described in the relative terms (if available) and on this site/application.

## **European Union (or EU)**

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

# Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

# Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

## **Legal information**

This privacy policy relates solely to this Website, if not stated otherwise within this document.

Latest update: 11 October 2024