

# COOKIE POLICY

In accordance with applicable legislation, we inform you about the ways in which we use your personal data through cookies and other similar technologies.

## Purpose of Processing

We process your personal data for the following purposes:

- To provide personalized content in line with user preferences (content profiles)
- To analyze browsing behavior and continuously improve our services (user profiles)
- To commercialize advertising space on our websites and broadcast targeted advertising messages to distinct target groups

Additionally, we may process your personal data for the purposes of our legitimate interests - freedom of expression and ensuring a general interest debate on the subjects presented on our websites.

## Data Collection and Processing

We collect and process your personal data:

- When you use the domain [www.newstoria.net](http://www.newstoria.net) and any of its subdomains
- Through cookies and similar technologies
- When you request a right of reply, subscribe to our newsletter, request advertising offers, or voluntarily provide us with personal data

Data collected when you use our websites are pseudonymized and refer to information about the devices used and information about site visits.

We collect information such as:

- User identifiers, socio-demographic profile (age group, social status) and other data relevant for personalizing the visitors' experience or for targeting advertising

## Security and Confidentiality Measures

To ensure the confidentiality of collected data, we will implement the best technical security measures, both directly and through our processors and associated operators.

We will ensure that any subcontracting of services is done only with organizations that have implemented data security and protection policies in accordance with current legislation.

We will use the information only for the purposes mentioned above, as long as necessary for their fulfillment - the main criterion being the time required to compile statistical reports that we will use for content personalization or for marketing actions targeted to a specific audience - and we will delete them securely when they are no longer needed.

If we later need to collect your data for other purposes, we will notify you clearly and unequivocally.

In the event that we need to transfer your data within the European Union, we will ensure that all security conditions are met.

We reserve the right to modify this policy to better protect your personal data. Any changes will be published on our websites.

## **Cookies Used on Our Websites**

The domain newstoria.net and its associated subdomains use cookies. The information presented below aims to provide you with more details about the placement, use, and administration of cookies used by our websites.

Please read the following information carefully.

Our websites use first-party and third-party cookies to provide visitors with a better browsing experience and services tailored to the needs and interests of each individual.

In the current internet context, cookies play an important role in facilitating access to and delivery of multiple services that users enjoy online, such as:

- Personalization of certain settings such as: the language in which a site is viewed, the currency in which certain prices or rates are expressed, saving options for various products (measurements, other details, etc.) in the shopping cart (and remembering these options) - thus generating the flexibility of the "shopping cart" (accessing old preferences by using the "forward" and "back" buttons)
- Cookies provide website owners with valuable feedback on how their sites are used by users, so they can make them more efficient and accessible to users
- They allow multimedia or other applications from other sites to be included in a particular site to create a more valuable, useful, and pleasant browsing experience
- They improve the efficiency of online advertising

## **What is a Cookie?**

An "Internet Cookie" (also known as "browser cookie" or "HTTP cookie" or simply "cookie") is a small file, consisting of letters and numbers, which will be stored on the computer, mobile terminal, or other equipment of a user from which the Internet is accessed.

The cookie is installed through a request issued by a web server to a browser (e.g., Internet Explorer, Chrome) and is completely "passive" (it does not contain software programs, viruses, or spyware and cannot access the information on the user's hard drive).

A cookie consists of 2 parts: the name and the content or value of the cookie. Furthermore, the duration of a cookie's existence is determined; technically, only the web server that sent the cookie can access it again when a user returns to the website associated with that web server.

Cookies themselves do not request personal information to be used and, in most cases, do not personally identify internet users.

## Categories of Cookies

There are 2 main categories of cookies:

- **Session cookies** - these are temporarily stored in the cookie folder of the web browser so that it remembers them until the user exits the respective site or closes the browser window (e.g., at the time of logging in/out of a webmail account or social networks).
- **Persistent cookies** - these are stored on the hard drive of a computer or device (and generally depend on the pre-set lifetime of the cookie). Persistent cookies also include those placed by a website other than the one the user is visiting at that time - known as 'third party cookies' - which can be used anonymously to remember a user's interests, so that advertising as relevant as possible to users is delivered.

## Advantages of Cookies

A cookie contains information that links a web browser (the user) to a specific web server (the website). If a browser accesses that web server again, it can read the information already stored and react accordingly. Cookies ensure users a pleasant browsing experience and support the efforts of many websites to provide comfortable services to users: e.g., online privacy preferences, site language options, shopping carts, or relevant advertising.

## Lifetime of a Cookie

Cookies are managed by web servers. The lifetime of a cookie may vary significantly, depending on the purpose for which it is placed. Some cookies are used exclusively for a single session (session cookies) and are no longer retained once the user has left the website, and some cookies are retained and reused every time the user returns to that website ('permanent cookies'). However, cookies can be deleted by a user at any time through the browser settings.

## Third-Party Cookies

Certain sections of content on some sites may be provided through third parties/suppliers (e.g., news box, a video, or an advertisement). These third parties may also place cookies through the site and they are called "third party cookies" because they are not placed by the owner of the respective website. Third-party providers must also comply with the law in force and the privacy policies of the site owner.

## Types of Cookies Used by Our Websites

A visit to our websites may place cookies for purposes of:

- Website performance cookies
- Visitor analysis cookies
- Geotargeting cookies
- Registration cookies
- Advertising cookies
- Advertising provider cookies

## **Performance Cookies**

This type of cookie retains the user's preferences on this site, so there is no need to set them each time you visit the site.

Examples:

- Volume settings for video player
- Video streaming speed with which the browser is compatible

## **Visitor Analysis Cookies**

Each time a user visits our websites, analytics software provided by a third party generates a user analysis cookie. This cookie tells us whether you have visited the site before. The browser will tell us if you have this cookie, and if not, we will generate one. This allows monitoring of unique users who visit us and how often they do so.

As long as you are not registered on our websites, this cookie cannot be used to identify individuals; they are used for statistical purposes only. If you are registered, we can also know the details you have provided us, such as your email address and username - these being subject to confidentiality and provisions in the Terms and Conditions, Privacy Policy, as well as the provisions of current legislation regarding the protection of personal data.

## **Geotargeting Cookies**

These cookies are used by software that determines what country you are from. It is completely anonymous and is used only to target content - even when you are on our pages in Romanian or another language, you receive the same advertisement.

## **Registration Cookies**

When you register on our websites, we generate a cookie that notifies us whether you are registered or not. Our servers use these cookies to show us the account with which you are registered and whether you have permission for a particular service. It also allows us to associate any comment you post on our websites with your username. If you have not selected "keep me registered," this cookie will be automatically deleted when you close your browser or computer.

## **Advertising Cookies**

These cookies allow us to find out whether you have viewed an online advertisement, what its type is, and how much time has passed since you saw the advertising message.

We also use these cookies to target online advertising. We may also use third-party cookies for better advertising targeting, to show, for example, vacation ads if the user has recently visited an article on the site about vacations. These cookies are anonymous; they store information about the content viewed, not about users.

We also set anonymous cookies through other sites where we have advertising. Thus, receiving them, we can use them to recognize you as a visitor to that site if you later visit our websites; we will be able to deliver advertising based on this information.

## **Advertising Provider Cookies**

Much of the advertising you find on our websites belongs to third parties. Some of these parties use their own anonymous cookies to analyze how many people have been exposed to an advertising message, or to see how many people have been exposed multiple times to the same advertisement.

The companies that generate these cookies have their own privacy policies, and our websites do not have access to read or write these cookies. Third-party cookies may be used to show you targeted advertising on other sites as well, based on your browsing on our websites.

## **Other Third-Party Cookies**

On some pages, third parties may set their own anonymous cookies, for the purpose of tracking the success of an application or customizing an application. Due to how they are used, our websites cannot access these cookies, just as third parties cannot access the cookies owned by our websites.

For example, when you share an article using the social network button on our websites, that social network records your activity.

## **Information Stored and Accessed Through Cookies**

Cookies store information in a small text file that allows a website to recognize a browser. The web server will recognize the browser until the cookie expires or is deleted.

The cookie stores important information that improves the Internet browsing experience (e.g., language settings for accessing a site; keeping a user logged into a webmail account; online banking security; keeping products in the shopping cart).

## **Importance of Cookies for the Internet**

Cookies represent the central point of efficient Internet functioning, helping to generate a friendly browsing experience adapted to the preferences and interests of each user. Refusing or deactivating cookies can make some sites impossible to use.

Refusing or deactivating cookies does not mean that you will no longer receive online advertising - only that it will no longer be able to take into account your preferences and interests, highlighted by your browsing behavior.

## **Examples of Important Uses of Cookies:**

- Content and services adapted to user preferences - categories of news, weather, sports, maps, public and government services, entertainment sites, and travel services
- Offers tailored to users' interests - remembering passwords, language preferences (e.g., displaying search results in Romanian)
- Retention of child protection filters regarding Internet content (family mode options, safe search functions)
- Limiting the frequency of ad broadcasting - limiting the number of displays of an advertisement for a particular user on a site
- Providing more relevant advertising to the user
- Measurement, optimization, and analytics features