

## COOKIE POLICY

ICEmarket ("us", "we", or "our") uses cookies on its web application hosted at <https://app.icemarket.hr> and affiliated website <https://icemarket.hr> (collectively the "Website").

Our Cookies Policy explains what cookies are, how we use cookies, how third-parties we partner with may use cookies on the Site, and your choices regarding cookies.

Please read this Cookies Policy in conjunction with our Privacy Policy which sets out additional details on how we use personally identifiable information and your various rights.

### About cookies

Cookies are small pieces of information sent by your web browser to a website you visit. A cookie file is stored in your web browser and allows the Website or a third-party to recognize you and make your next visit easier and the Website more useful to you. Cookies are a user's identification card for the ICEmarket servers. Cookies can be "persistent" and "session" cookies.

### How ICEmarket uses cookies

When you use and access the Website, we may place a number of cookies files in your web browser. ICEmarket uses or may use cookies and/or web beacons to help us determine and identify repeat visitors, the type of content and sites to which a user of our Website links, the length of time each user spends at any particular area of our Website, and the specific functionalities that users choose to use. To the extent that cookies data constitutes personally identifiable information, we process such data on the basis of your consent.

We use both session and persistent cookies on the Website and we use different types of cookies to run the Website:

- Essential cookies. Necessary for the operation of the Website. We may use essential cookies to authenticate users, prevent fraudulent use of user accounts, or offer Website features.
- Analytical/performance cookies. Allow us to recognize and count the number of visitors and see how visitors move around the Website when using it. This helps us improve the way the Website works.
- Targeting cookies. Record your visit to the Website, the pages you have visited, and the links you have followed. We will use this information to make the Website and the more relevant to your interests. We may also share this information with third parties for this purpose.

## Third-party cookies

In addition to our own cookies, we may also use various third-party cookies to report usage statistics of the Website and refine marketing efforts.

- Tracking cookies. Follow on-site behavior and tie it to other metrics allowing better understanding of usage habits.
- Optimization cookies. Allow real-time tracking of user conversion from different marketing channels to evaluate their effectiveness.
- Partner cookies. Provide marketing conversion metrics to our partners so they can optimize their paid marketing efforts.

Our Website may also use web beacons which are small graphic files (known as clear gifs, pixel tags or Web bugs) that allow us to track your use of our Website and related functionalities and personalize and improve your experience of the Website.

To view a list of ICEmarket and third party cookies, please refer to our Cookies sheet below.

| Purpose    | Domain           | Host name | Cookie name                               | Expiration   |
|------------|------------------|-----------|---|--|
| Analytical | app.icemarket.hr | ICEmarket | fs_uid                                    | 1 month  |
| Tracking   | icemarket.hr     | Google    | _ga                                       | 2 years  |
| Targeting  | icemarket.hr     | Hubspot   | hubspotutk<br>__hstc<br>__hssc<br>__hssrc | 10 years<br>2 years<br>30 minutes<br>None (on session) |

## What are your choices regarding cookies

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser. Turning off the browser's cookies will prevent Web beacons from tracking the user's activity. The web beacon will still account for an anonymous visit, but the user's unique information will not be recorded.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use some or all of the features we offer. You may not be able to log in, store your preferences, and some of our pages might not display properly.