

COOKIE POLICY FOR THE WEBSITE

<https://electroalfa.ro/>

Controller:

Electro-Alfa International S.A., with its registered office at mun. Botoșani, 15 Calea Națională Street, Botoșani County, J1994001310079, Unique Registration Code (CUI) RO 7348194, e-mail: marketing@electroalfa.ro. To exercise your rights regarding your personal data, please consult the Privacy Policy available on this website.

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This Cookie Policy applies to all users of the website <https://electroalfa.ro/>. The information provided below is intended to inform users of this website about the placement, use and management of the cookies we use. We use cookies when you access/use the website <https://electroalfa.ro/>.

An HTTP cookie (internet cookie) is a very small file stored on the computer/mobile device (phone, tablet, etc.) used by the user to access the Internet. Cookies are passive files that are completely harmless and cannot access information stored on the user's devices. These files are stored following a request sent to the browser when a website using cookies is accessed. The browser can be configured to reject cookies.

For cookies that are strictly necessary for the operation of the website, these are placed automatically, without requiring your consent. All other cookies (analytics, marketing and non-essential functional cookies) are placed on your device only after you have provided your prior, explicit consent, through a cookie banner displayed when you first access the website, which allows you to accept, reject or customize your preferences by cookie category. You may withdraw your consent at any time, as easily as you gave it, by accessing the cookie settings available in the footer of the website <https://electroalfa.ro/>.



For more information about cookies, please visit www.allaboutcookies.org or www.youronlinechoices.eu, which provide additional information regarding behavioral advertising and online privacy. Cookies consist of two parts: the cookie name (file name) and its content. The content is encrypted and contains data relating to various variables of the website accessed. The lifetime of a cookie is determined by an expiration period, at the end of which the cookie is automatically deleted. Technically, only the website that stored the cookie can access it again when a user returns to that website.

We inform you that we use cookies strictly to ensure the functionality of our online systems (websites) and to analyze web traffic in an anonymized manner, with a view to improving the user experience of our online systems.

Why do we use cookies?

We use our own cookies to ensure the functionality of our online systems. We also use traffic analysis and auditing systems provided by third parties, such as Google Analytics, Facebook Pixel or Hotjar. These may also collect certain personal data, depending on your permissions, such as age, gender, interests and other demographic information, how often you visit our online systems (websites), which web pages you visit and which other websites you have previously used before reaching any of our online systems. In any case, the information collected is based solely on the IP address and does not contain data or any other information through which you can be identified. Electro-Alfa International S.A. does not combine the information provided by third parties with your personal data that we process in other ways (for example, if you choose to register to receive commercial communications – newsletters).

Google Analytics or other third-party providers of web traffic analysis solutions use persistent cookies on the user's device in order to identify the user as a unique user when they visit any of our online systems (websites). However, these cookies are accessible only by the respective provider and cannot be used by anyone else. For more information about how Google processes your data, please consult Google's policy: <https://www.google.com/policies/privacy/partners/>. For more information about how Meta (Facebook) processes your data, please consult Meta's policy: <https://www.facebook.com/policy.php>.





The purpose of Electro-Alfa International S.A.'s use of Google Analytics or other third-party providers of traffic analysis solutions is strictly to analyze online traffic and improve the usability of our online systems. If you do not want the traffic you generate on any of our online systems to be analyzed through Google Analytics or Meta, you may use Google's opt-out tool: <https://tools.google.com/dlpage/gaoptout> or adjust the privacy settings of your Meta account, in addition to, and not instead of, withdrawing your consent through the cookie banner described above.

We may also use cookies for:

- Identifying the web pages visited
- Personalizing the content available on our online systems (e.g., in the case of authentication)
- Analyzing web traffic (anonymized)
- Remembering your preferences and settings, as well as authentication data
- Enabling you to share certain parts of our web pages on social networks
- Tracking conversions through Meta Ads or Google Ads

The strictly necessary cookies used by Electro-Alfa International S.A. on its online systems (websites) do not store personal data and cannot be used to personally identify internet users. The content of these cookies is stored in encrypted form at all times. The analytics and marketing cookies described above may, however, involve the processing of personal data, which is why their placement is subject to your prior consent.

The cookies used by Electro-Alfa International S.A. on its online systems (websites) do not store personal data and cannot be used to personally identify internet users. Furthermore, the content of these cookies is anonymized and stored in encrypted form at all times.

What types of cookies do we use?

Session cookies. These cookies allow our servers to respond to various requests/actions that you perform while browsing our online systems. For example, they allow the server to retain data entered online from one page to another. Without these cookies, our online systems cannot function. After closing the browser, these cookies are automatically deleted.

Functional cookies. These cookies play a fundamental role in ensuring the proper and efficient functioning of our online systems and are used for essential processes such as user authentication, data validation and other basic operational functions. Disabling these cookies, which is possible through the settings of the browser used, may have a significant impact on the performance and accessibility of certain platform functionalities, up to making the platform entirely unusable. It is recommended that these cookies remain enabled in order to ensure an optimal and uninterrupted experience when using the online services.

Persistent cookies. These cookies are stored on your device for a longer period of time (see the table below for the exact duration for each provider) and are used to ensure the functionality of certain components of our online systems, such as keeping insurance products in the shopping cart if, for any reason, you have not completed the order. If you visit our online systems using affiliate links (from other websites with which we conduct affiliate marketing programs), we may use a persistent cookie to remember the respective transaction. This cookie is automatically deleted after 90 days.

Conversion tracking cookies. When you visit our online systems (websites) using advertisements distributed by us through Google Ads or Meta Ads, we use cookies to highlight and track conversions (conversion means, for the purposes of this document, the completion of an online order). This information is available in aggregated and anonymized form and cannot be used to personally identify you. We use conversion tracking solely to evaluate and improve the effectiveness of our advertisements

distributed through Google Ads or Meta Ads. Under no circumstances do we collect, process or communicate, through these cookies, personal data through which you can be identified.

Detailed List of Cookies Used

In addition to the description above, we provide a detailed list of the main cookies placed on the website, in accordance with good transparency practices.

Cookie name	Provider	Category	Duration	Purpose
_ga, _ga_*	Google Analytics	Analytics (non-essential)	13 months (recommended)	Distinguishes unique users for traffic statistics
_gid	Google Analytics	Analytics (non-essential)	24 hours	Distinguishes users per session
_fbp	Meta Facebook Pixel	/Marketing (non-essential)	90 days	Conversion tracking and targeted advertising
fr	Meta Facebook	/Marketing (non-essential)	90 days	Facebook ad delivery and measurement
_hjSession*, _hjid	Hotjar	Analytics (non-essential)	30 min - 365 days	Session recording/heatmap user behavior
PHPSESSID echivalent	/Own website	Strictly necessary	Session	Basic technical functioning of the website

What are your options regarding cookies?

You can configure your browser to accept all cookies, reject all cookies, or notify you when a cookie is set. Please consult your browser's Help menu to find out how you can modify your cookie preferences. If you choose to reject all cookies, you may no longer be able to use our online systems properly and satisfactorily.

We would like to remind you that, in addition to your browser settings, you may give or withdraw your consent at any time on a granular basis, by cookie category



(necessary/functional/analytics/marketing), through the cookie preference management tool available on the website.

Use of Meta Social Plugins or Other Meta Services

- On our websites, certain social plugins of the facebook.com social network ("Facebook") may be used in some cases. For users in the European Economic Area, Facebook is operated by Meta Platforms Ireland Limited, 4 Grand Canal Square, Grand Canal Harbour, Dublin 2, Ireland. If you visit a website that contains such a plugin, your browser establishes a direct connection with Meta's servers. We have no influence over the amount of data that Meta collects using this plugin. In this regard, we inform you as follows:
- Through the plugins, Meta receives information about the pages you have accessed while visiting our website, provided that you are logged in to Facebook during the browser session. In this way, Meta may attribute the activity you carry out on our website to your Facebook account. If you interact with the plugins, for example, by clicking the Like button or leaving a comment, the corresponding information is transmitted directly from your browser to Facebook and stored there. If you are not a Facebook member, Meta may nevertheless obtain and store your IP address and, if necessary, additional information about the browser you use; however, this information cannot in any way be attributed to your Facebook account (as long as you are not logged in to the social network).
- Under certain conditions, we may use Meta services that allow data to be used for the optimized display of advertising materials (e.g., banner advertisements) and for evaluating advertising effectiveness. For more information about how Meta's social plugins work and about the processing and use of data for advertising purposes, please consult Meta's Privacy Policy: www.facebook.com/about/privacy/. You will also find information there on how to restrict or opt out of the use of your data for advertising purposes within the Facebook network.



- If you are a Facebook member and do not want Meta to collect data about you through our website, you must log out of Facebook before visiting our website.
- You can also block Meta plugins using browser add-ons (extensions), for example, “AdBlocker” or “Facebook blocker”.

