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COOKIE AND SIMILAR TECHNOLOGIES POLICY

SCOPE OF THIS POLICY

This policy explains how we use cookies and similar technologies on our websites, mobile applications and other digital services. Where the use of cookies and similar technologies involves the processing of personal data, information about how we process personal data is available on the Rimi website in the “Privacy policies” section.

Cookies are small text files that are stored by your browser on your device, such as computer, mobile phone or tablet, when you browse websites. They are widely used to make websites function properly, improve their performance and provide a better user experience.

In addition to cookies used on our websites, we may also use similar technologies in our mobile applications. In mobile applications, these technologies are often not browser cookies. They may include, for example, software development kits (SDKs), app storage, device identifiers, advertising identifiers, analytics events, push notification tokens, local storage, tags, pixels or other similar technologies that store information on, or access information from, your device.

In this policy, references to “cookies and similar technologies” mean both cookies used on our websites and similar tracking or storage technologies used in our mobile applications.

WHY WE USE COOKIES AND SIMILAR TECHNOLOGIES

Our cookies and similar technologies help us, for example, to:

- enable core features, such as signing in, maintaining your session, saving items in your basket and remembering information you enter during a session;
- remember your choices and preferences, such as language, region, display settings or mobile application preferences;
- improve the performance, stability and reliability of our website and mobile application;
- detect and prevent fraud, misuse, errors and technical issues;
- understand how our website and mobile application are used;
- analyse and improve our services, user experience and functionality;
- personalise content, features and marketing communications;
- measure the effectiveness of our campaigns and advertising;
- provide more relevant content.

WHAT COOKIES AND SIMILAR TECHNOLOGIES WE USE

Without your consent we use only such cookies and similar technologies that are necessary to make our website, mobile application or digital service work. Optional cookies and similar technologies are used only if you choose to allow them.

Information about the cookies and similar technologies we use on our website or in our mobile application is provided in the banner displayed when you access the website or when you install the mobile application. This information remains available afterwards. On our website, it can be accessed through “Cookie settings” at the bottom of the website. In our mobile application, it can be accessed through “Privacy settings” in the mobile application menu.

HOW WE CATEGORISE COOKIES AND SIMILAR TECHNOLOGIES

We categorize cookies and similar technologies mainly by their purpose. The same purpose-based categories apply to both website cookies and mobile application technologies.

We may also describe these technologies by their duration and provider. For example, a cookie may be session-based or persistent, and it may be provided by us, by our authorized service providers or by third parties.

- **CATEGORIZATION BY PURPOSE**

To help you understand why each cookie or similar technology is used, we classify them into the categories below. The same purpose-based categories apply to both website cookies and mobile application technologies.

Strictly necessary

Strictly necessary cookies and similar technologies are required for our website, mobile application or digital service to work properly and to enable core features.

They may be used, for example, to load pages or app screens correctly, keep you signed in, maintain your session, save items in your basket, remember information entered during a session, support security, detect fraud or enable other core website or mobile application functionality.

These cookies and similar technologies do not collect information for targeting and advertising purposes and do not track your activity across other websites or mobile applications.

Performance and analytics

Performance and analytics cookies and similar technologies help us understand how our website and mobile application are used and how they perform.

They may collect information on how you use our website or mobile application, such as which pages or app screens you visit, how long you spend on them, which features you use, which content is opened and whether you experience errors or difficulties.

We use this information to identify and fix errors, improve the stability and performance of our website and mobile application, understand how our services are used and improve the overall user experience.

These cookies and similar technologies do not collect information for targeting and advertising purposes and do not track your activity across other websites or mobile applications.

Functionality

Functionality cookies and similar technologies support interactive or enhanced features that help provide a more convenient and personalised experience, although the website or mobile application can usually still function without them.

They may be used to remember you and the choices you make, such as language, region, display settings, notification preferences or other website or mobile application preferences. They may also remember whether you have visited our website or mobile application before.

These cookies and similar technologies do not collect information for targeting and advertising purposes and do not track your activity across other websites or mobile applications.

Targeting or advertising

Targeting or advertising cookies and similar technologies are used to deliver advertisements or marketing content that may be more relevant to you and your interests, limit the number of times you see the same advertisement and measure the effectiveness of advertising campaigns by tracking your clicks.

Advertisements may be shown on our website, in our mobile application or elsewhere, including after you have left our website or stopped using the mobile application. These cookies and similar technologies collect information for targeting and advertising purposes and track your activity within our website or mobile application, and across other websites or mobile applications.

In majority of cases these cookies or similar technologies are provided by third parties whose products or tools we have incorporated into our website or mobile application. Therefore, these third parties may receive this information and might use it for their own purposes, according to their own privacy policies.

- **CATEGORIZATION BY DURATION**

We use cookies and similar technologies that are either temporary (session-based) or remain on your device for a longer period (persistent).

Session-based cookies and similar technologies are used only during a single website visit or mobile application session. For example, they may help keep you signed in or remember information while you move between pages or mobile application screens. They usually expire or are deleted when your browser or mobile application session ends.

Persistent cookies and similar technologies remember your preferences or actions across multiple website visits or mobile application sessions. They last longer than session-based and remain on your device for the period set for them, unless they expire or you delete or disable them earlier. They are not deleted when you close your browser window or mobile application.

- **CATEGORIZATION BY PROVIDER**

We categorize cookies and similar technologies based on who provides them. They may be first-party or third-party cookies and similar technologies. This categorization helps to explain who may have access to information collected through these cookies and similar technologies.

First party cookies and similar technologies

First party cookies and similar technologies are provided by us or by our services providers on our behalf.

Third party cookies and similar technologies

Third party cookies and similar technologies are provided by companies other than us, whose tools or services we use on our website or in our mobile application.

These may include, for example, analytics tools, advertising tools, SDKs, pixels, tags, social media features, maps, videos, chat tools, embedded webviews or other embedded content.

Therefore, these third parties may receive information through these cookies or similar technologies and may use it for their own purposes, according to their own privacy policies. In some cases, the information they collect for their own purposes may go beyond what is needed for our purposes.

We recommend that you review the privacy policies of the relevant third parties.

DEVICE PERMISSIONS IN MOBILE APPLICATIONS

Some features of our mobile application may require access to device permissions, such as location, camera or similar permissions. These permissions are needed to provide the specific feature you choose to use, for example showing nearby stores or scanning a code.

Device permissions and consent for optional cookies and similar technologies are separate choices. Granting a device permission, such as access to location, does not automatically constitute consent to the use of optional cookies and similar technologies.

You can manage device permissions through your device settings and/or the mobile application settings.

HOW TO MANAGE COOKIES AND SIMILAR TECHNOLOGIES

You can manage your preferences for cookies and similar technologies at any time, including giving, changing or withdrawing your consent.

On our website, you can do this by clicking the “Cookie settings” button at the bottom of the website. You can then adjust your settings by selecting or deselecting the available options. You may need to refresh your page for your settings to take effect.

In our mobile applications, you can manage your preferences for similar technologies through “Privacy settings” in the mobile application. You may also manage certain preferences through your device settings, including mobile application permissions, push notification settings, location settings and advertising identifier settings.

If you withdraw your consent, we will no longer use the optional cookies and similar technologies covered by that consent. This means that the relevant optional categories, such as performance and analytics, functional or targeting and advertising cookies or similar technologies, will be disabled according to your updated preferences.

You can also control the use of website cookies by adjusting your browser settings. Find out how to manage cookies on popular browsers:

- [Google Chrome](#)
- [Microsoft Edge](#)
- [Mozilla Firefox](#)
- [Microsoft Internet Explorer](#)
- [Opera](#)
- [Apple Safari](#)

To find information relating to other browsers, visit the browser developer's website.

CHANGES TO THIS POLICY

This policy may be updated from time to time. The latest version will be made available through the website and/ or the mobile application.