**COOKIES POLICY**

**INFORMATION ABOUT OUR USE OF COOKIES**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site. By continuing to browse the site, you agree to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

- **Strictly necessary** cookies**.** These are cookies that are required for the operation of our website. They include, for example, cookies that enable you to log into secure areas of our website, use a shopping cart or make use of e-billing services.
- **Analytical/performance** cookies**.** They allow us to recognize and count the number of visitors and to see how visitors move around our website when they are using it. This helps us to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.
- **Functionality** cookies**.** These are used to recognize you when you return to our website. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).
- **Targeting** cookies**.** These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information to make our website and the advertising displayed on it more relevant to your interests. We may also share this information with third parties for this purpose.
- You can find more information about the individual cookies we use and the purposes for which we use them in the table below:

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| Cookie Name | Cookie Description | Cookie Purpose |
|---|---|---|
| aff_params | Affiliate program promo identificators | Allows us to evaluate effectiveness of our own promo materials, if any were involved. |
| aff | Affiliate's ID | Allows us to track which particular affiliate was involved with your attraction to the |

| | | platform. |
|---|---|---|
| af_id | Affiliate's ID | Allows us to track which particular affiliate was involved with your attraction to the platform. |
| AppID | App identificator | The data which is required for interaction with Apple AppStore. |
| tournamentTabOpen | Chosen Tab in tournament | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |
| __cf_bm | Cloudflare Cookie | Cloudflare places the __cf_bm cookie on end-user devices that access customer sites protected by Bot Management or Bot Fight Mode. |
| INIT_CRYPTO_VERIFICATION | Compliance's cookie as additional step for users who buy crypto | Stores information about your preferences, and so allows us to customize our site and to provide you with offers that are targeted to your individual interests. |
| landing (= trendpro/football_banner) | Conversion from banner | Estimates our audience size and usage pattern. |
| disable-footer-fixed-warning | Cookie to hide footer warning on our site | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |

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|---|---|---|
| CountryID | Country of the request | Data about the country of the request, determined by IP, which is used for system needs such as website customization. |
| Country | Country of the request | Data about the country of the request, determined by IP, which is used for system needs such as website customization. |
| geo | Country of the request | Data about the country of the request, determined by IP, which is used for system needs such as website customization. |
| device_id | Generated unique ID for analytics | Estimates our audience size and usage pattern. |
| platform | ID of our platform | Estimates our audience size and usage pattern. |
| IsAppStoreCountry | Identificator of the application availability | The data required for interaction with Apple AppStore. |
| client_platform_id | Identificator of user's platform | The data used for system needs such as website customization. |
| fr_acceptance_modal_shown | if modal was shown to our French user (with any acceptance) | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |
| init_url | Initial url of user | Estimates our audience size and usage pattern. |
| callback-inprogress | Internal cookie, state of request | Stores information about your preferences, and so allows us to |

| | callback to VIP | customize our site and to provide you with offers that are targeted to your individual interests. |
|---|---|---|
| pll_language | Language for blog | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |
| reg_popup_shown | Notification about redirect shown to regulated user | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |
| eu_redirect | Redirect user to eutrendpro | Store information about your preferences, which allow us to customize our site and to provide you with offers that are targeted to your individual interests. |
| is_regulated | Regulated user | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are targeted at your individual interests. |
| newUser | Set in registration | Estimates our audience size and usage pattern. |
| referrer | Source from where user came to the site | Estimate our audience size and usage pattern. Also, allows us to conform with regulator's requirements. |
| chatButtons | State of chat with support on our site | Stores information about your preferences, which allow us to customize our site and to provide you with offers that are |

| | | targeted at your individual interests. |
|---|---|---|
| afftrack | Unique ID of ad campaign or source | Allows our affiliates to evaluate effectiveness of any particular traffic source or campaign. |
| ssid | Unique ID of user's session | Recognize you when you return to the site. |
| lang | User's language | Stores information about your preferences, which allow us to customise our site and to provide you with offers that are targeted at your individual interests. |
| i | Inner system identificator | Collects marketing metrics. |
| yabs-sid | Inner system identificator | Allows us to record data of the website visitor behavior for marketing needs. |
| _fbp | Inner system identificator | This cookie is set by Facebook and is used to deliver a series of advertisement products such as real-time bidding from third-party advertisers. |
| _fbp | Inner system identificator | This cookie is set by Facebook and is used to deliver a series of advertisement products such as real-time bidding from third-party advertisers. |
| yuidss | Inner system identificator | Analytical cookies. Collects information on visitor behavior on multiple websites. This information is used on the website in order to optimize the relevance of advertisement. |

| | | |
|---|---|---|
| lead_id | Inner system identificator | Collects marketing metrics. |
| muidn | Inner system identificator | Identifies unique web browsers which have visited Microsoft sites. These cookies are used for advertising, site analytics and other operational purposes. |
| touch_id | Inner system identificator | Collects marketing metrics. |
| aff_history | Inner system identificator | Allows us to track which particular affiliate was previously involved with another 'aff' cookie. |
| ymex | Inner system identificator | Collects marketing metrics. |
| MgidSensorHref | Inner system identificator | Collects marketing metrics. |
| MgidSensorNVis | Inner system identificator | Collects marketing metrics. |
| landing | Inner system identificator | The parameter allows us to determine exact page design dedicated to specific request and counts the number of the requests. |
| yandexuid | Inner system identificator | Collects marketing metrics. |
| _vid_t | Inner system identificator | Collects marketing metrics. |
| AF_SYNC | Inner system identificator | Collects marketing metrics. |
| _ym_isad | Inner system identificator | Collects marketing metrics. |

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|---|---|---|
| _ym_d | Inner system identificator | Collects marketing metrics. |
| _gid | Inner system identificator | Collects marketing metrics. |
| afUserId | Inner system identificator | Collects marketing metrics. |
| _ga_BH1SENMS6L | Inner system identificator | Collects marketing metrics. |
| _ga | Inner system identificator | Collects marketing metrics. |
| _ym_uid | Inner system identificator | Collects marketing metrics. |
| _gcl_au | Inner system identificator | Collects marketing metrics. |
| identity | Inner system identificator | Collects marketing metrics. |
| _ym_visorc | Inner system identificator | Collects marketing metrics. |
| fr | Inner system identificator | Collects marketing metrics. |
| _dc_gtm_UA-44367767-1 | Inner system identificator | Collects marketing metrics. |
| Serv | Inner system identificator | A technical cookie that is currently not in use. |
| connection_track | Inner system identificator | A technical cookie that is currently not in use. |
| company_id | Inner system identificator | The data which is used for system needs such as web site |

| | | customization. |
|---|---|---|
| IsRegulatedCountry | Inner system identificator | The data which is used for system needs such as web site customization. |
| brand_id | Inner system identificator | The data which is used for system needs such as web site customization. |
| IsRestrictedCountry | Inner system identificator | The data which is used for system needs such as web site customization. |
| support_email | Inner system identificator | The data which is used to correctly define the support service information. |
| agreedWithCookiesPopup | Inner system identificator | Stores a user's approval of cookie policy |

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies however you should contact the respective parties for any further information.

You may block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our site.