

Cookie Policy for www.tapaya.com and platform.tapaya.com

effective as of 15 October 2026

1. INTRODUCTORY PROVISIONS

- 1.1. Tapaya s.r.o., ID No.: 234 76 541, with its registered office at Uralská 689/7, Bubeneč, 160 00 Prague 6, registered in the Commercial Register kept by the Municipal Court in Prague, Section C, Insert 427691 (hereinafter referred to as the **"Company"**), is the operator of the web interface www.tapaya.com and platform.tapaya.com.
- 1.2. This Cookie Policy (hereinafter referred to as the **"Policy"**) applies to users – natural persons who browse, read, or enter their data on the websites www.tapaya.com and/or platform.tapaya.com (hereinafter referred to as the **"Website"**) or provide their data to the Company via third-party websites. Among other things, this Policy is intended to properly inform Website users about the use of cookies and the possibility to disable cookies.
- 1.3. This Policy describes how data of Website users is collected, stored, processed, and used, and how the Company obtains and processes information about Website users through the use of cookie files.
- 1.4. For the purposes of this Policy, cookies mean cookie files and other similar technologies (such as pixel tags, web beacons, or device identifiers) that may automatically collect data when visiting the Website. Information collected in this way may include IP address, browser type, operating system, referring URL, information about activities on the websites, and dates and times of website visits.

2. WHAT ARE COOKIES

- 2.1. Cookies are small text files containing short pieces of data that can be stored on a user's device when visiting any website.
- 2.2. In particular, cookie files:
 - a) serve to enable efficient site navigation, personalization, saving preferences, and generally improving the overall user experience of the website;
 - b) allow distinguishing whether a specific user has already visited the Website in the past or is a new visitor, and help record statistics about Website visitors; and/or
 - c) help display advertisements on the Website tailored to the interests of a specific user.
- 2.3. Cookies can be divided based on who places them on the website for you, i.e. into:
 - a) first-party cookies – their validity is limited to the domain of the website you are viewing. These cookies are considered more secure; and
 - b) third-party cookies – placed via a script from another domain. Users can thus be tracked across domains. They are often used to evaluate the effectiveness of advertising campaigns.

3. PURPOSE OF USING COOKIES

3.1. Within the Website, the Company uses cookies for the following purposes:

- a) strictly necessary – enable basic website functions (e.g., logging in) or page features (e.g., playing videos, sharing content, etc.); user consent is not required for the use of these strictly necessary cookies;
- b) functional – facilitate operation and improve Website functionality, serving to remember user preferences and enhance security;
- c) analytical – used to collect non-anonymous user behavior data. Based on this, the Company can adjust the Website to improve user experience (prior active consent is required for their activation); and
- d) marketing - used to measure the effectiveness of advertising campaigns and conversion tracking (prior active consent is required for their activation).

4. COOKIES USED ON THE WEBSITE

4.1. **STRICTLY NECESSARY COOKIES:** When visiting and using the Website for informational purposes only, i.e. if the user does not register or grant us consent, we only collect personal data that the browser transmits to our server, which is necessary for us to display the Website and ensure stability and security in its use. We process these cookies based on our legitimate interest in ensuring the proper functioning and security of the Website.

Name	Host	Details	Lifespan
tapaya-consent	tapaya.com	Stores user cookie consent preferences	2 years
gdpr_dismissal	tapaya.com	Stores user cookie refusal preferences	1 day

4.2. **FUNCTIONAL COOKIES:** Facilitate operation and enhance Website functionality. We use them to enable specific Website features and adjust settings according to user choices (e.g., language). Functional cookies also serve to remember user preferences upon subsequent visits to the Website and increase security. They do not collect information that could uniquely identify the user.

Name	Host	Details	Lifespan
cf_clearance	tapaya.com	Used by Cloudflare to minimize repeated security check prompts.	1 year

4.3. **ANALYTICAL AND MARKETING COOKIES:** These cookies serve to improve the operation of the Website. They allow us to recognize and count visitors and track how visitors use the Website. They help us improve the way the Website works, for example, by allowing users to easily find what they are looking for. Using these tools, we also analyze and regularly improve the functionality of our Website. The statistics obtained can be used to enhance user comfort. These cookies mostly do not collect information that could uniquely identify a user. These cookies are saved to your device and activated **only if you grant us your prior consent** via the cookie banner.

Name	Host	Details	Lifespan
_bs	tapaya.com	Used by Better Stack to identify users for product error analysis.	2 years
_ga	tapaya.com	Used by Google Analytics to identify users to calculate visitors and campaign data for basic analytics.	2 years
_ga_G-7M8E4H8DKJ	tapaya.com	Maintains session state	2 years
_gid	tapaya.com	Stores the number of page views on the Website.	1 day
_gat	tapaya.com	Used to throttle request rate	1 minute
_gat_gtag_G_7M8E4H8DKJ	tapaya.com	Used to throttle request rate for a specific property	1 minute
_gcl_au	tapaya.com	Used by Google AdSense for experimenting with ad efficiency	3 months
ph_phc	tapaya.com	Used by PostHog to identify users for product analytics.	3 hours
ph_[SENSITIVE]_posthog	tapaya.com	Used by PostHog to identify users for product analytics.	1 year

5. MARKETING TOOLS

5.1. This Website may use the following marketing tools:

- a) Better Stack provided by Better Stack, Inc.: [Better Stack Privacy Policy](#);
- b) Google Analytics provided by Google LLC: [Google Privacy Policy](#);
- c) Google AdWords provided by Google LLC: [Google Privacy Policy](#); and
- d) PostHog provided by PostHog Inc.: [PostHog Privacy Policy](#).

These tools work with the cookies mentioned above and are activated exclusively after granting your consent.

5.2. Due to the use of Google services, data transfers to the USA may occur. The Company ensures that all international transfers are carried out in accordance with the GDPR, in particular under the EU-US Data Privacy Framework. Details regarding Google's privacy protection can be found in Google's Privacy Policy.

6. COOKIE SETTINGS

6.1. You can configure cookie settings via our cookie banner. You can change your settings or withdraw previously granted consent at any time by triggering the cookie banner in the footer of the Website. However, if you do not allow us to use essential cookies, some features of the Website may not function properly.

6.2. You can also generally refuse cookies or set your web browser to activate only certain ones (depending on the browser type). Cookie settings for the most commonly used browsers can be found at the following links:

- a) Chrome: support.google.com
- b) Opera: opera.com
- c) Firefox: support.mozilla.org
- d) MS Internet Explorer / Edge: windows.microsoft.com
- e) Safari: support.apple.com

7. PERSONAL DATA PROCESSING, FURTHER USE OF DATA OBTAINED THROUGH THE WEBSITE

7.1. The Company declares that, as a data controller, it processes all personal data, including personal data obtained through the use of cookies, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) and related legal regulations on personal data protection and cookie storage.

7.2. As a data subject, you have the following rights in connection with the processing of your personal data:

- a) the right to access your personal data;
- b) the right to rectification of inaccurate or incomplete data;
- c) the right to erasure ("right to be forgotten") under conditions set forth by legal regulations;
- d) the right to restriction of processing of personal data;
- e) the right to object to processing;
- f) the right to data portability; and
- g) the right to withdraw consent to processing at any time (if processing is based on consent), without affecting the lawfulness of processing based on consent before its withdrawal.

7.3. If you believe that the processing of your personal data has violated personal data protection rules, you have the right to lodge a complaint with a supervisory authority, which is the Office for Personal Data Protection, located at Pplk. Sochora 27, 170 00 Prague 7 (www.uoou.cz).

8. INFORMATION SHARING

8.1. The Company may share information obtained through your activity on the Website with third parties for the purpose of managing the Website or conducting marketing activities on behalf of the Company.

9. FINAL PROVISIONS

9.1. The Company is entitled to unilaterally amend or supplement this Policy at any time. In the event of a change to this Policy, the Company shall notify users of these changes sufficiently in advance and in an appropriate manner so that users have an objective opportunity to familiarize themselves with them.

- 9.2. In case of any questions regarding the processing of personal data via cookies, you can contact the Company via the email address: **dpo@tapaya.com**.