

## LEADMOB

### COOKIE POLICY

This Cookie Policy is an integral part of the General Terms and Conditions (“Terms”) placed on [www.site.leadmob.io](http://www.site.leadmob.io) (“Site”).

The Site uses "cookies" to help you personalize your online experience. A cookie is an identifier, which is stored on your device by your browser, if your browser is configured to do so. Most browsers can be configured to reject cookies or to inform you, when a cookie is stored. By using cookies, the Site collects, processes, and uses your personal data in pseudonymous form for promotional and market research purposes and to adjust the Site to your interests (unless you have opted out of this), for displaying or sending you - if applicable with your consent - information about us and to keep you updated about our products and services that might be of interest to you. Based on this technology we might get reports from our service providers that include references to personal or aggregated data. Aggregated data might include data like general demographic or usage characteristics describing the visitors of our Site.

You may find the following cookies that are used on the Site: (i) the required cookies which enable the navigation and basic functionality of the Site, e.g. access to protected areas of the Site; (ii) the functional cookies allow to analyze your Site usage and your selections on the Site (e.g. your login name, language, or region), so we can remember these settings and to offer you a more personal experience on the Site; these cookies can also be used to remember settings like font size, font style and other configurations that you have chosen on the Site; (iii) advertising cookies with their related services help us to analyze and monitor the effectiveness of our marketing activities. In some cases we make use of third-party service providers to track and analyze statistical information about the usage and scope of content that is used by individual users of the Site. This might result in cookies being set by the service providers to track the performance of our advertisement. These cookies might, for example store information about the browsers that have been used to visit the Site. The information provided to third-party providers by us does not include personal information, but the collected information might be linked with other personal information gathered elsewhere.

You can configure your browser to prevent the storage of these above cookies. Please note in some cases it may reduce the functionality offered by, if you prevent these cookies from being stored.

To avoid storing information in your browser, you can easily deny, or opt out of, cookies either by (a) manually deleting them (follow the instructions contained in the “Help” section of your browser); (b) choosing to permanently opt-out from seeing advertisements matching your interests.

Publishers and Advertisers have to ensure that the privacy policies of their websites include correct information about cookie usage for advertisement purposes. As the Company may use third-party cookies on Publisher websites displaying Advertiser or the Company ads, Publishers must have and abide by a privacy policy that discloses that third parties (i.e. Advertisers or the Company) may be placing and reading cookies on their users’ browsers, or using web beacons to collect information as a result of advertisement serving on the Publisher website.