COOKIES POLICY

Cookies, analytics tools and similar aspects

General information about Cookies

Our website uses Cookies. Cookies are small text files, made up of letters and numbers, placed on the user's computer or on mobile devices through the internet browser when you access websites. "First-party" cookies are set by the domains you are visiting at that moment (e.g. www.eventim.ro). "Third-party" cookies are set by domains other than those of the websites you are visiting (e.g. domains other than www.eventim.ro).

We use two types of cookies: session cookies and persistent cookies.

Session cookies are temporary files that remain on the user's terminal until the end of the session or until the application is closed.

Persistent cookies remain on the user's terminal for a period determined by the cookie parameters or until they are manually deleted by the user. Most cookies may also be included in one of the categories below:

- (a) Strictly Necessary:

These cookies are essential for providing the services requested by users. Without them, the website cannot function or deliver the services provided. Below is a detailed description of the strictly necessary cookies used by www.eventim.ro:

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	cookiePolicy	eventim.ro	Stores the user's cookie consent status for the current domain	1 year
HTTP Cookie	APISID	google.com	—	2 years
HTTP Cookie	HSID	google.com	—	2 years
HTTP Cookie	NID	google.com	—	6 months

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	SAPISID	google.com	—	2 years
HTTP Cookie	SID	google.com	—	2 years
HTTP Cookie	SIDCC	google.com	—	3 months
HTTP Cookie	PHPSESSID	eventim.ro	Maintains the user's session state between page requests	Session
HTTP Cookie	wrcookie	eventim.ro	—	Session
HTTP Cookie	KEYCLOAK_IDENTITY	eventim.ro	Used to manage user authentication and maintain the active session securely	Session
HTTP Cookie	KEYCLOAK_IDENTITY_LEGACY	eventim.ro	Ensures compatibility of authentication mechanisms for older sessions	Session
HTTP Cookie	KEYCLOAK_SESSION_ID	eventim.ro	Identifies the current user session for authentication and security purposes	max. 1 day
HTTP Cookie	KEYCLOAK_SESSION_ID_LEGACY	eventim.ro	Identifies the user session for legacy authentication mechanisms	max. 1 day

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	AUTH_SESSION_ID	eventim.ro	Maintains the user authentication session	Session
HTTP Cookie	AUTH_SESSION_ID_LEGACY	eventim.ro	Maintains the authentication session for compatibility with previous systems	Session
HTTP Cookie	KEYCLOAK_LOCALE	eventim.ro	Saves the user’s language preferences	Session
HTTP Cookie	KC_RESTART	eventim.ro	Used to correctly resume the authentication flow	Session
HTTP Cookie	_abck	eventim.ro	Used by Akamai to detect and prevent fraudulent activity and bot attacks	1 year
HTTP Cookie	ak_bmsc	eventim.ro	Helps protect the website against malicious traffic	1 hour
HTTP Cookie	bm_sv	eventim.ro	Ensures application security and prevents unauthorized access	1 hour

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	bm_sz	eventim.ro	Used to analyze traffic behavior for security purposes	3 hours
HTTP Cookie	__cmpiuid	eventim.ro / c.delivery.consentmanager.net/	Stores a unique anonymous identifier for managing the user's consent	up to 395 days
HTTP Cookie	__cmpcvc	eventim.ro / consentmanager.net	Stores the version of the consent expressed by the user for the correct display of the CMP banner	Session / up to 14 days
HTTP Cookie	__cmpcpc	eventim.ro / consentmanager.net	Saves the user's selections regarding accepted or rejected cookie categories	Session / up to 14 days
HTTP Cookie	__cmpconsent	eventim.ro / consentmanager.net	Stores the user's consent regarding the use of cookies and their preferences	Session / up to 90 days
HTTP Cookie	bv_segment	eventim.ro	Used for A/B testing and for comparing variants of a functionality within the same	2 hours

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
			implementation. This allows us to analyze user behavior and evaluate how a certain functionality contributes to generating a larger volume of user-generated content.	
HTTP Cookie	BVImpl< site >	eventim.ro	Used for A/B testing across different implementations. This allows us to analyze user behavior and evaluate how a certain functionality contributes to generating a larger volume of user-generated content. <site> is the ID of the current configuration used, most often main_site.	2 hours
HTTP Cookie	bvf_< id >	eventim.ro	Identifies the items for which a user	session

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
			has submitted feedback, such as a helpfulness vote. < id > is the ID of the user-generated content about which the user has left feedback. Ensures the accuracy of user behavior data and creates a record of the action until it is confirmed as recorded. This helps avoid duplicate recording. Enables website authentication to function when user-generated content is submitted.	
HTTP Cookie	_gd< time stamp >	eventim.ro	Used to identify the most frequent domain. Its value is empty and remains unconfirmed.	Expires instantly

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	bv_authorSubmissionToken	eventim.ro	Used to allow each user to submit only one review in submission forms.	30 days
HTTP Cookie	io_token-Cookie	eventim.ro	Ensures fraud prevention, detects and rejects automated reviews (from bots)	1 year

- (b) Statistical and comfort cookies:

These cookies collect information about how users use a website, such as the most popular pages, which method of connecting between pages is the most effective and whether users encounter error messages from web pages. These cookies allow us to provide users with a high-quality experience and to measure the audience of eventim.ro pages. They are designed to help improve the operation of our website, using the collected information especially for the following purposes:

- counting the number of visitors;
- measuring those areas of the website that are particularly attractive to the respective visitor
- analyzing where visitors come from in order to optimize the services provided
- adapting recommendations to specific target groups.

Below is a detailed description of the statistical cookies used by www.eventim.ro:

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	_gat	eventim.ro	Used by Google Analytics to throttle the request rate	Session

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	_ga	eventim.ro	Registers a unique ID used to generate statistical data about how the visitor uses the website	2 years
HTTP Cookie	_gid	eventim.ro	Registers a unique ID used to generate statistical data about how the visitor uses the website	Session
HTTP Cookie	IDE	doubleclick.net	—	1 month
HTTP Cookie	AID	google.com	—	2 years
HTTP Cookie	SSID	google.ro	—	2 years
HTTP Cookie	APISID	google.ro	—	2 years
HTTP Cookie	1P_JAR	google.ro	—	1 month
HTTP Cookie	CONSENT	google.ro	—	20 years
HTTP Cookie	HSID	google.ro	—	2 years
HTTP Cookie	NID	google.ro	—	6 months
HTTP Cookie	SID	google.ro	—	2 years
HTTP Cookie	SAPISID	google.ro	—	2 years
HTTP Cookie	mp_mixpanel	eventim.ro	Collects anonymized statistical data about users' interaction with the website, for the purpose of analyzing and improving performance and user experience	1 year
HTTP Cookie	bv_metrics	eventim.ro	Collects performance diagnostic events for a limited sample of users (less than 1 in 1000).	2 hours
HTTP Cookie	BVBRANDID	eventim.ro	Allows Bazaarvoice internal web analytics data to be correlated with the same user for interactions within a specific domain.	1 year
HTTP Cookie	BVBRANDSID	eventim.ro	Allows Bazaarvoice internal web analytics data to be correlated with the	Session

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
			same user browsing session for interactions within a specific domain.	

EVENTIM.RO collects the user's IP address if this is necessary for technical reasons in order to consistently provide the content of the website www.eventim.ro. EVENTIM.RO also stores the IP address for security reasons for a maximum of seven working days, in order to ensure the stability and operational reliability of the implemented IT systems and to prevent or take measures against the misuse of these systems.

Comfort cookies

When you visit our website, we collect data with your consent and correlate it with the information you provide to us, for example during the purchase process, in order to create and enrich pseudonymized user profiles and to create target group segments based on them. The profiles and target group segments are used for analysis purposes and to display personalized information that is more interesting to you on our website, in newsletters and on other communication channels (for example, online advertising activities on third-party websites). This also includes the use of these profiles to carry out online advertising activities for third parties, such as event organizers. For this purpose, we collect and process:

- Information about the visit path
- Geographic information derived from the shortened IP address
- Browser and device information (user agent)
- Pseudonymized IDs, such as cookie IDs, mobile advertising identifiers, hash values from e-mail addresses and customer numbers

The processing and reading of statistical and comfort cookies is carried out exclusively on the basis of your consent [pursuant to art. 4 (5) of Law no. 506/2004 on the processing of personal data and the protection of privacy in the electronic communications sector and art. 6 para. 1 letter a) GDPR].

At any time, you will have the possibility to access on our website the updated information regarding the consent you have granted and to change your previously expressed options by accessing the specific privacy settings section permanently available on the site.

- (c) Marketing cookies:

These cookies are used by us and other entities to provide you with advertising relevant to your interests, both within our website and outside it. The advertising provided on the website is adapted to the conclusions we draw about you based on your browsing history on the website. Even if you decide to refuse advertising/marketing cookies, please note that advertisements will still be displayed on our website, but they will not be adapted to your interests. These advertisements may be adapted according to the content of the page. Below is a detailed description of the advertising cookies used by eventim.ro:

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	sonar	sociomantic.com	—	1 year
HTTP Cookie	sonar-expires	sociomantic.com	—	1 year
HTTP Cookie	sonar_matching_e	usociomantic.com	—	1 year

- (d) Social media cookies:

These cookies allow you to connect to your preferred social networks and interact with other users.

- Social media interactions (like & share)
- Playing content from third-party platforms (YouTube, SoundCloud, etc.).

The eventim.ro website contains the following social media cookies:

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Purpose of the cookie	Cookie lifetime
HTTP Cookie	act	facebook.com	—	Session
HTTP Cookie	presence	facebook.com	—	Session
HTTP Cookie	wd	facebook.com	—	7 days
HTTP Cookie	c_user	facebook.com	—	3 months
HTTP Cookie	dpr	facebook.com	—	7 days
HTTP Cookie	xs	facebook.com	—	3 months
HTTP Cookie	datr	facebook.com	—	1 year
HTTP Cookie	sb	facebook.com	—	1 year

Your cookie options

The platform cannot be used without strictly necessary cookies. The acceptance or refusal of other types of cookies may be carried out directly on our website, using the settings made available to you. Web browsers may also be set to accept or reject cookies in general or in certain cases. Thus, you may adjust the privacy settings in your browser to block all cookies; however, this may affect your browsing experience on the www.eventim.ro website.

Your browser may allow you to delete all cookies when closing the browser. This option, however, leads to the deletion of persistent cookies, which may store your personalized preferences and settings on the websites you visit regularly. Nevertheless, it is possible to keep the desired cookies, as your browser may allow you to specify websites that are always or never authorized to use cookies.

More details about how to delete cookies or how to manage cookies in different internet browsers can be found by accessing the links below:

- Internet Explorer: https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies#ie=ie-10
- Firefox: https://support.mozilla.com/en-US/kb/cookies-information-websites-store-on-your-computer?redirectlocale=en-US&redirectslug=Cookies
- Chrome: https://support.google.com/chrome/answer/95647?hl=en&ref_topic=14666
- Safari web: https://support.apple.com/kb/PH17191?locale=en_US
- IOS: https://support.apple.com/en-gb/HT201265

To opt out of being tracked by Google Analytics, please visit: http://tools.google.com/dlpage/gaoptout

Complete information about how organizations use cookies is available at: www.allaboutcookies.org

Social media plug-ins

Social plug-ins for the social network facebook.com are hosted on the EVENTIM.RO platform. The operator of the network is Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter referred to as “Facebook”). When an EVENTIM page containing a social plug-in is accessed (e.g. the “Share” button), the user’s browser connects to Facebook servers and downloads the content required for the social plug-ins. Facebook receives the web address of EVENTIM accessed by the User, the date and time of access and the User’s IP address. If the user is logged into Facebook, Facebook is able to correlate the visit to that page with the Facebook user account of the user. If the user clicks the “Send” button, this information is also transferred to Facebook and stored there. EVENTIM.RO has no influence over the content of the plug-ins or over the information transferred to Facebook.

The purpose and scope of data collection, the subsequent processing and use of data by Facebook, as well as the user’s rights and setting options for protecting the user’s privacy can be found in Facebook’s privacy policy.

Information notice regarding the use of:

Google Analytics (with anonymization function)

This website uses Google Analytics, an internet traffic analysis program provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyze how users use the website. The information generated by the cookie about the use of eventim.ro (including your IP address) will be transmitted to and stored by Google on servers in Ireland or in other countries (including outside the EU or the European Economic Area). Google will use this information for the purpose of evaluating your use of the eventim.ro website, compiling reports on website activity and providing other services related to eventim.ro activity. Google may also transfer this information to third parties where required by law or where such third parties are processors processing the information on behalf of Google. Google will not associate your IP address with any other data held by Google.

More information about Google Analytics and how Google collects your personal data can be found at: https://policies.google.com/technologies/partner-sites?hl=ro , as well as at: https://policies.google.com/privacy?hl=ro.

You may also deactivate the use of Google Analytics by clicking the following link: https://tools.google.com/dlpage/gaoptout?hl=en

Sociomantic Eventim.RO uses the personalized advertising message delivery solution regarding Eventim.RO products provided by Sociomantic. Through cookies, the solution collects information regarding how you use our website, as well as other websites, for the purpose of delivering advertising that better matches your interests. You can find out more about how the solution works, as well as how it can be disabled, by accessing https://www.sociomantic.com/privacy/en/

You may also refuse the processing of your personal data through the Sociomantic solution by using the cookie settings on our website.

Mixpanel

We use the product analytics tool Mixpanel provided by Mixpanel Inc. to analyze and improve the use of our website. Mixpanel Inc. helps us better understand user behavior, replay pseudonymized sessions, perform A/B tests and experiments regarding features, connect data with our internal systems and analyze key figures in relation to business performance.

The following information is processed using cookies and similar technologies:

- Technical data about your device and browser (for example, IP address, time

- Usage interaction with the website and application (for example, clicks, navigation, use of features)
- Session flows and derived statistics (for example, browsing session duration)
- Pseudonymized identifiers (for example, hashed e-mail address)

Since Mixpanel is established in the USA, the use of the services provided by Mixpanel involves data transfers to the USA. As a result of the European Commission's adoption of the adequacy decision for safe data flows between the EU and the USA, personal data may flow safely from the EU to US companies participating in the framework, without the need to implement additional data protection safeguards. Certified entities that are part of this framework can be consulted here.

Additional information can be found at: https://mixpanel.com/legal/privacy-policy/

The processing and reading of cookies is carried out exclusively on the basis of your consent [pursuant to art. 4 (5) of Law no. 506/2004 on the processing of personal data and the protection of privacy in the electronic communications sector and art. 6 para. 1 letter a) GDPR].

At any time, you will have the possibility to access on our website the updated information regarding the consent you have granted and to change your previously expressed options by accessing the specific privacy settings section permanently available on the site.

BazaarVoice Inc.

We use the review management service provided by BazaarVoice Inc., which involves the placement of cookie-type technologies used for operational purposes (strictly necessary) or analysis purposes (see the information included in the table above).

BazaarVoice technology may collect the IP address, pages viewed, date and time of the visit, browser type and version, as well as other browsing behavior data.

Since BazaarVoice Inc. is established in the USA, the use of the services involves data transfers to the USA. As a result of the European Commission's adoption of the adequacy decision for safe data flows between the EU and the USA, personal data may flow safely from the EU to US companies participating in the framework, without the need to implement additional data protection safeguards. Certified entities that are part of this framework can be consulted here.

Additional information can be found at: https://www.bazaarvoice.com/legal/privacy-policy/

The processing and reading of cookies for analysis purposes is carried out exclusively on the basis of your consent [pursuant to art. 4 (5) of Law no. 506/2004 on the processing of personal data and the protection of privacy in the electronic communications sector and art. 6 para. 1 letter a) GDPR].

At any time, you will have the possibility to access on our website the updated information regarding the consent you have granted and to change your previously expressed options by accessing the specific privacy settings section permanently available on the site.

Facebook Pixel

We use the "Facebook Pixel" service of Facebook, 1 Hacker Way, Menlo Park, CA 94025, USA, or if you are located in the EU, Facebook Ireland Ltd., 4 Grand Canal Square, Grand Canal Harbor, Dublin 2, Ireland ("Facebook"). Through this service, Facebook may identify visitors to our website as belonging to the target group to which customized advertising will be delivered, the so-called "Facebook Ads". For us, the collected data is anonymized. However, the data is stored and processed by Facebook and therefore there is theoretically the possibility of association with the Facebook profile. You may object to the collection of data through "Facebook Pixel" by using the instructions
here: https://www.facebook.com/settings?tab=ads or http://www.youronlinechoices.com/. You may also object by using the cookie settings available on our website.

Stay 22

We cooperate with the affiliate network of the service provider Stay 22, Technologies Inc, 917 Mont-Royal Ave E. Montreal QC H2J 1X3, Canada, and use a hotel map plugin from this provider on our website. If you follow the affiliate links from the hotel map and subsequently use the offers, we may receive an affiliate commission from Stay22. In order to track whether you have used the offers, it is necessary for the third-party provider to know that you followed an affiliate link used on our website. We use cookies or comparable recognition technologies for this purpose.

For more information, please consult the Stay 22 privacy policy
at https://www.stay22.com/privacy.

The Stay22 integration leads to the reloading of Stadia Maps, a service of the provider Stadia Maps, Ltd. Co, 6650 Rivers Ave, Charleston, South Carolina 29406,

USA, on our website. In order to use the Stay 22 functions through Stadia Maps, it is necessary to collect your IP address.

By using this service, a transfer of personal data to the USA takes place or cannot be excluded! - For more details, please consult point 4.3 of this policy.

For more information, please consult the Stadia Maps privacy policy at https://stadiamaps.com/privacy/.

Legal basis: Art. 6 para. 1 point a of the GDPR (consent)

Consent management

In order to obtain consent in accordance with data protection regulations for the use of cookies and services requiring consent on our website, we use the tool of the consent manager provider consentmanager AB, Håltegelvägen 1b, 72348 Västerås, Sweden, website: www.consentmanager.ro.

The consent tool records, logs and saves the settings of the website visitor. In order to ensure that the selected settings can be clearly assigned to each website visitor, certain information about the user (including the IP address) is collected, transmitted and stored by the consent tool.

For more information, please consult the privacy policy of consentmanager AB: https://www.consentmanager.ro/intimitate/

Legal basis: Article 6, para. 1, letter f of the GDPR (legitimate interest)

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