

# COOKIES POLICY

## *Cookies, analytics tools and similar aspects*

### **General information about Cookies**

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

We use two types of cookies: session and persistent.

Session cookies are temporary files that remain on the user's terminal until the session ends or 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. In addition, most cookies can be included in one of the categories below:

- (a) Strictly Necessary:

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

#### **Host**

**(Cookie family)**

<b>Name (cookie ID)</b>	<b>Domain placing the cookie</b>	<b>Cookie purpose</b>	<b>Cookie lifetime</b>
HTTP Cookie cookiePolicy	eventim.ro	Stores the user's cookie consent state 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	Cookie purpose	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	Preserves user session state across page requests.	Session
HTTP Cookie	wrcookie	eventim.ro	—	Session
HTTP Cookie	KEYCLOAK_IDENTITY	eventim.ro	Used to manage user authentication and maintain an active session securely. Ensures compatibility of authentication mechanisms for older sessions.	Session
HTTP Cookie	KEYCLOAK_IDENTITY_LEGACY	eventim.ro	Identifies the user's current session for authentication and security purposes.	Session
HTTP Cookie	KEYCLOAK_SESSION_ID	eventim.ro	Identifies the user's current session for authentication and security purposes.	max. 1 hour
HTTP Cookie	KEYCLOAK_SESSION_ID_LEGACY	eventim.ro	Identifies the user's current session for authentication and security purposes.	max. 1 day

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	Cookie lifetime
HTTP Cookie	AUTH_SESSION_ID	eventim.ro	legacy authentication mechanisms Maintains the user's authentication session	Session
HTTP Cookie	AUTH_SESSION_ID_LEGACY	eventim.ro	Maintains the authentication session for compatibility with legacy systems	Session
HTTP Cookie	KEYCLOAK_LOCALE	eventim.ro	Stores 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 activities and bot attacks	1 year
HTTP Cookie	_ak_bmsc	eventim.ro	Helps protect the website against malicious traffic	1 hour

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	Cookie lifetime
HTTP Cookie	bm_sv	eventim.ro	Ensures application security and prevents unauthorized access	1 hour
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 an anonymous unique identifier for managing user consent	up to 395 days
HTTP Cookie	__cmpcvc	eventim.ro / consentmanager.net	Retains the version of the user's consent to ensure correct display of the CMP banner	Session / up to 14 hours
HTTP Cookie	__cmpcpc	eventim.ro / consentmanager.net	Stores 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 cookie	Session / up to 90 days

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	Cookie lifetime
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usage and related preferences

- (b) Statistical and Comfort Cookies:

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

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

Below is a detailed description of the statistical cookies used by [www.eventim.ro](http://www.eventim.ro):

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	Cookie lifetime
HTTP Cookie	_gat	eventim.ro	Used by Google Analytics to throttle request rate	Session
HTTP Cookie	_ga	eventim.ro	Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	2 years
HTTP Cookie	_gid	eventim.ro	Registers a unique ID that is used to generate statistical data on 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

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	Cookie lifetime
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 user interactions with the website for the purpose of analyzing and improving performance and user experience.	1 year

EVENTIM.RO collects the user's IP address if this is necessary for technical reasons to consistently provide www.eventim.ro website content. EVENTIM.RO also stores the IP address for security reasons for a maximum of seven working days, to ensure the stability and operational reliability of the implemented IT systems and to prevent or take action against 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 build target group segments based on these profiles. These profiles and target group segments are used for analytical purposes and to display personalized and more relevant information to you on our website, in newsletters, and across other communication channels (e.g. online advertising activities on third-party websites). This also includes the use of such profiles to carry out online advertising activities for third parties, such as event organizers.

For this purpose, we collect and process the following data:

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

The processing and reading of statistical and comfort cookies is carried out exclusively on the basis of your consent [in accordance with 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(1)(a) GDPR].

At any time, you have the possibility to access updated information on our website regarding the consent you have given and to revise your previously expressed choices by accessing the dedicated privacy settings section, which is permanently available on the website.

- (c) Marketing cookies:

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

<b>Host (Cookie family)</b>	<b>Name (cookie ID)</b>	<b>Domain placing the cookie</b>	<b>Cookie purpose</b>	<b>Cookie lifetime</b>
HTTP Cookie	sonar	sociomantic.com	—	1 year
HTTP Cookie	sonar-expires	sociomantic.com	—	1 year
HTTP Cookie	sonar_matching_eu	sociomantic.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)
- Running content from third-party platforms (YouTube, SoundCloud, etc.).

The eventim.ro site contains the following social network cookies:

Host (Cookie family)	Name (cookie ID)	Domain placing the cookie	Cookie purpose	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. Acceptance or refusal of other types of cookies can be done directly on our website using the settings made available to you. Web browsers can also be set to accept or reject cookies in general or in certain cases. Thus, you can adjust the privacy settings in your browser to block all cookies; however, this could affect your browsing experience on [www.eventim.ro](http://www.eventim.ro).

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

More details on how to delete cookies or how to manage cookies in different internet browsers can be found at 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](https://support.google.com/chrome/answer/95647?hl=en&ref_topic=14666)
- Safari web: [https://support.apple.com/kb/PH17191?locale=en\\_US](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](http://www.allaboutcookies.org)

## Social network plug-ins

Social plug-ins for the facebook.com social network are hosted on the EVENTIM.RO platform. The network operator is Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA (hereinafter "Facebook"). When an EVENTIM page containing a social plug-in (e.g., the "Share" button) is accessed, the user's browser connects to Facebook servers and downloads the content required for the social plug-ins. Facebook receives the web address of the EVENTIM page 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 match the visit to the respective page with the Facebook user account. 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 the information transferred to Facebook.

The purpose and scope of data collection, the further processing and use of data by Facebook and the user's rights and settings options to protect 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, a web traffic analysis program provided by Google, Inc. ("Google"). Google Analytics uses cookies to help us analyze how users use the site. The information generated by the cookie about your use of eventim.ro (including your IP address) will be transmitted to and stored by Google on servers in Ireland or 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 site, compiling reports on site activity and providing other services related to eventim.ro activity. Google may also transmit this information to third parties where required by law or where such third parties are processors who process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

More information about Google Analytics and how your personal data are collected by Google 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 can also disable the use of Google Analytics by clicking the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>

Sociomantic Eventim.RO uses the solution for delivering personalized advertising messages concerning Eventim.RO products provided by Sociomantic. Through a cookie, the solution collects information about how you use our website, as well as

other websites, for the purpose of delivering advertising that better matches your interests. You can find more details about how the solution works and how it can be disabled at <https://www.sociomantic.com/privacy/en/>

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

## **Mixpanel**

**We use the Mixpanel product analytics tool 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 feature experiments, connect data with our internal systems, and analyze key figures related to business performance.

The following information is processed using cookies and similar technologies:

- Technical data about your device and browser (e.g. IP address, city, region, operating system type and language, browser type)
- User interactions with the website and application (e.g. clicks, navigation paths, feature usage)
- Session flows and derived statistics (e.g. browsing session duration)
- Pseudonymized identifiers (e.g. hashed email address)

Since Mixpanel is established in the United States, the use of Mixpanel services involves data transfers to the U.S.

As a result of the European Commission's adoption of the Adequacy Decision for secure data flows between the EU and the U.S., personal data may be transferred safely from the EU to U.S. companies participating in this framework without the need for additional data protection safeguards.

Certified entities participating in this framework can be consulted here.

Further information can be found at:

[mixpanel.com/legal/privacy-policy/](https://mixpanel.com/legal/privacy-policy/)

The processing and reading of cookies is carried out exclusively on the basis of your consent

[in accordance with Article 4(5) of Law no. 506/2004 on the processing of personal data and the protection of privacy in the electronic communications sector and Article 6(1)(a) of the GDPR].

At any time, you will be able to access up-to-date information regarding the consent you have granted and revise your previously expressed preferences by accessing the privacy settings section permanently available on our website.

### **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 Harbour, Dublin 2, Ireland (“Facebook”). Through this service, Facebook can identify visitors to our website as part of the target group to whom customized advertising will be delivered, so-called “Facebook Ads”. For us, the collected data are anonymized. However, the data are stored and processed by Facebook and therefore, in theory, association with the Facebook profile is possible. You can object to data collection via “Facebook Pixel” by following the instructions here: <https://www.facebook.com/settings?tab=ads> or <http://www.youronlinechoices.com/>. You can also object using the cookie settings available on our website.

### **Stay22**

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 affiliate links from the hotel map and subsequently use the offers, we may receive an affiliate commission from Stay22. To be able 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 site. We use cookies or comparable recognition technologies for this purpose.

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

Integrating Stay22 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. To use Stay 22 functions via 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 see point 4.3 of this policy.**

For more information, please see Stadia Maps’ privacy policy at <https://stadiamaps.com/privacy/>.

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

## Consent management

To obtain GDPR-compliant consent for the use of cookies and services that require consent on our website, we use the tool of the consent manager provider consentmanager AB, Håltegelvägen 1b, 72348 Västerås, Sweden, website: [www.consentmanager.ro](http://www.consentmanager.ro).

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

For more information, please see consentmanager AB's privacy policy: <https://www.consentmanager.ro/intimitate/>

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

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